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BOOKS AND CARDS WORTH
GIVING, FROM THE PRESSES
OF PAUL ELDER & COMPANY

DANCROFT LIBRARY

*Though long ago the word
was penned,
"Of making books there is
no end,"
Who chooses aught of this
array
Of books and cards, shall
truly say,
"Of making books there is
an end—
This book was made to
please my friend."*

AT N° TWO - THIRTY - NINE GRANT
AVENUE, IN THE GOOD CITY OF SAN
FRANCISCO, BY THE GOLDEN GATE



The Vanished Ruin Era

From the Review by
George Hamlin Fitch

A BOOK that will make a strong appeal to all San Franciscans who passed through the period after the earthquake and fire of April, 1906, is "The Vanished Ruin Era: San Francisco's Classic Artistry of Ruins Recalled in Picture and Song," by Louis J. Stellman. The book is brought out in large octavo, finely illustrated with mezzogravure tints, by Paul Elder and Company, and is sold at \$2.50 net.

The "classic artistry of ruins" is shown by reproductions of photographs which are mounted on the right-hand side of every page. Here are wonderful pictures of the ruins of the Iroquois Hotel, seen through the leafless branches of the trees surrounding it; the shattered wall of the coliseum on Strawberry Hill, in Golden Gate Park; the well-known Ionic portal of the Towne residence on Nob Hill, which looks as though it had been taken from the Acropolis at Athens; the towers of the Sutter Street Synagogue; bits of Italian gardens that have all the appearance of those which have come down from the Renaissance. And as a supplement are several views of the superb rebuilding of the business district.

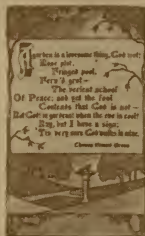
Opposite each picture is a bit of verse by Mr. Stellman, in which he embodies the sentiment of the ruins. Some of this verse reflect very faithfully the curious Old World tone stamped on these fantastic ruins by the flames.

The pictures of the new city, rising magnificent among the ruins of the old, are full of inspiration. It is these glimpses of the reconstruction period that give the book a touch of the future. These pictures of the new and greater San Francisco prove that the picturesque ruins merely serve as an artistic background for the unparalleled work of the builders—a work which has excited the amazement and admiration of the civilized world. It is this feature of the book that will present the strongest appeal to those who do not know San Francisco. To have restored practically all of the business district of a great commercial city within four years after the flames swept it bare is an achievement which in the next century will be ranked with the digging of the Panama Canal and the boring of the great railroad tunnels under the Hudson River as specimens of the energy and the constructive genius of the early years of the twentieth century.

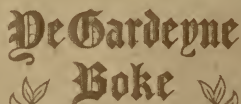
The volume has been given a dress which reflects the greatest credit upon the artistic skill of the local publishers. In appearance it is distinctive and absolutely unlike other books about the great disaster. The pages are heavy brown plate paper, and the volume is bound in strong boards and enclosed in a box. It will make a very fine gift book.—*S. F. Chronicle*.



For the City. "The strange, weird loveliness of a city, beautiful in destruction," and scenes of the vigorous upbuilding. A generous sized volume, $8\frac{1}{4} \times 11$. Refer to page 21 and second page of cover.



PAUL ELDER & COMPANY
PUBLISHERS - SAN FRANCISCO



THE GARDEN BOOK
OF CALIFORNIA

BELLE-
SUMMER
ANGEL

In Gardens Green. "Patience and Her Garden," a whimsical parable. Refer to page 12 and reverse of title page. "Ye Gardeyne Boke," a compilation. Refer to page 13. "Ye Garden Boke of California," a practical manual. Refer to pages 13 and 23.

a little
 fence of trust
 round to-day;
 fill the space with
 loving work
 and therein stay.
 Peer not through the sheltering bars
 at to-morrow;
 God will help thee bear what comes
 of joy or sorrow.

19 11

| JANUARY | FEBRUARY |
|----------------------|----------------------|
| S. M. T. W. T. F. S. | S. M. T. W. T. F. S. |
| 1 2 3 4 5 6 7 | 1 2 3 4 |
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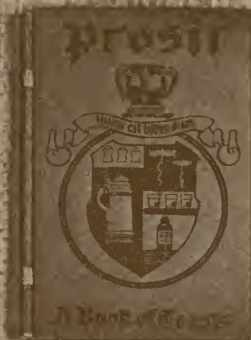
The OPTIMIST'S
 CREED
 All the best
 of everything
 think the best of
 everybody; hope
 the best for your
 self and give to
 all all LOVE

ANS
 1911
 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

JUST THINK
 NO TIME to read?
 No time to pray?
 Yet time to smile?
 You've time to eat,
 You've time to drink,
 You've time to dress,—
 Could you not think
 Of God the while?

PRETTY GOOD WORLD
 PRETTY GOOD
 WORLD WITH
 ITS DARK &
 ITS BRIGHT.
 PRETTY GOOD
 WORLD WITH ITS LOVE & ITS
 LIGHT; SING IT THAT WAY AND
 YOU'LL FIND IT ALL RIGHT;
 PRETTY GOOD WORLD, GOOD
 PEOPLE! — FRANK L. STANTON

The Book of Father Time. Calendars for 1911: No. 5, is the Calendar of Strengtheners; No. 6, A Guide for Living; No. 1, the new Sunbeams; No. 4, Pretty Good World, to which No. 10 is a companion, issued in similar style. Refer to pages 47, 48 and 33.



The
Complete Cynic
Being Bunches of
Wisdom Culled from the
Calendars of
Oliver Herford
Ethel Watts Mumford
Addison Mizner



A fool and his honey are soon
mixed. »
There is no soak without some fire
water. »
Tell the truth and shame the—
tarnly. »
There's none so blind as those who
won't see. »
Knowledge is power —if you know it
about the right person. »



[10]



BOOK TWO

A little spark may smoulder unseen. »
The wages of Gin is Debt. »
"The grinders may cease"—but the
gold goes on forever. »
Actresses will happen in the best
regulated families. »
Too many books spoil the clock. »

[11]

The Merry Note. "Prosit." The Spinners' volume. Refer to page 10. "Ebisu, the Luck God." Refer to page 7. "The Complete Cynic." Not a calendar. Refer to page 7. An additional Merry Note may be found on page 34.

Hill Book

Hail Guest, we ask not
what thou art:
If friend, we greet thee,
hand and heart:
If stranger, such no
longer be;
If foe, our love shall
conquer thee.



A Book of Hospitalities and a Record of Guests

With a Foreword
on Old House Mottos by
Arthur Guiterman

Paul Elder and Company
Publishers
San Francisco



[illegible]

A
 GIVE me not, hence, this, that
 I wear
 Two sails and set a fair in pride
 of being
 For to row and sail, row, sail,
 and swim
 With the sea, mighty on her
 horns and hair,
 Ours thus being quiet on the
 sea
 Is to be a fair to a
 sea
 — some had that on
 in "one" dance,
 And to be a fair to a
 sea
 More most impossible, follow, "I
 have
 The fair, a fair, and a
 sea
 on the
 — Being, to be, to be, to be,
 to be
 Having, to be, to be, to be,
 to be
 to be, to be, to be, to be,
 above,
 Over the sea, to be, to be,

SONNETS FROM
THE PORTUGUESE
WITH LYRIC INTERLUDE

ELIZABETH BARRETT BARRINGTON

RELATIVITY
OF CHARITIA (M)

743-22

THE TEMPLE OF SILENCE

EARTH NOT BY WINDY BLOWN
 BUT BY WATER—BUBBLES' RISE YOU CAN
 WING HAND!
 NO SUFFICIENT MOUNTAIN RISEN WITH
 WITH MY HAND
 OF CLAY AND MOUNTAIN BLOOD; I
 MY WILL,
 YEA, GREATER FAR, THY MYSTIC TUNE
 TAID FILL
 THE VOICINGS OF MY SOUL AND
 STAY
 ASK, TO ME! HE ENTER IN, STAFF
 IN EMERALD GLOWN, AND EVERY THING
 FOLLOWS,
 AN' WHERE NO SOUND—THE SILENCE
 CAN ME STEAL,
 I NEED TO BETTER LOOK WITHIN
 OF SOUL.
 THE ALTA DREAMY WITH SILMY GAYES
 OF DREAMS,
 THE FANTASTIC WALLS, MOUNTAINS
 OF IDEAS,
 WHILE BUBBLING THROUGH MY BEING
 IS THE LOVE
 OF GREAT DESIRE AS OF AN HUNDRED
 OF SOULS

MY SOUL'S CATHEDRAL
& OTHER POEMS

BY JAMES HENRY MACLAUGHLIN

Come again, with me, my comrades,
 In this ceremonial hall,
 And I shall tell you how
 I met the woman who
 Was it, perhaps, in the
 A year or so since,
 That day when I met her
 But I am not sure.



PAUL ELDER & COMPANY
PUBLISHERS... SAN FRANCISCO

On *Parnassus*. "Sonnets from the Portuguese." The open volume at the top of the plate displays the composition in Caslon Italic with specially designed initials. "Rubaiyat of Omar Khayyam," Fitzgerald's final version, with "The Literal Omar," "My Soul's Cathedral." Refer to pages 3 and 4.

PLEASANT PAGES

SUGGESTIONS FOR THE CHRISTMAS & NEW YEAR HOLIDAYS, ST VALENTINE'S DAY, ST PATRICK'S DAY, EASTER, WEDDING DAYS, THANKSGIVING AND ALL OTHER LOVING-TIME DAYS & THE IN-BETWEEN DAYS. BEING A COMPLETE CATALOGUE OF BOOKS & CARDS WORTH GIVING, FROM THE PRESSES OF PAUL ELDER AND COMPANY, SAN FRANCISCO



WRITTEN RIGHT INTERESTINGLY BY ARTHUR GUITERMAN. EDITED WITH ADDITIONS BY PAUL ELDER. COMPOSED UNDER THE DIRECTION OF JOHN HENRY NASH, TYPOGRAPHER, AND MADE INTO A BOOKLET BY PAUL ELDER & COMPANY AT THEIR TOMOYE PRESS, N° TWO-THIRTY-NINE GRANT AVENUE, IN THE GOOD CITY OF SAN FRANCISCO BY THE GOLDEN GATE, FOR THE SEASON NINETEEN-TEN & NINETEEN-ELEVEN



From
Patience & Her Garden

By Ida Smith Decker

AND it came to pass that there dwelt in the land a woman called "Patience." They named her "Patience" because they foresaw that she would be able to stand a lot, and she did.

For Patience loved her friends generously, her children helpfully; she was just to the servant within her gates, and was, for the most part, patient with her husband.

And, behold, Patience was possessed of a beautiful garden. In the fall, when she had buried the brown bulbs in the earth, her heart had rejoiced in the time when the hyacinths would bear their spikes and the tulips put on their golden crowns; and in the spring she had digged in her garden and planted it and watered it and it daily waxed more promising.

And it was the season of the spring pestilence and the children of Patience languished and sickened, for this was in the days when people said not in their hearts, "There is no such thing as contagion, and our infirmities of the flesh are of our vain imaginings." So they languished, and Patience ministered unto her children, but she longed for the tulip banks and the smell of the hyacinths in her nostrils.

And Patience heartened her children by telling them about the garden paths and the sun-dial, and the robin that warbled in the bridal-wreath, and when the days of fumigation were past, Patience said within herself, "When my dwelling-place is cleansed and the outside of my abode garnished, I shall enjoy myself in my garden."

And, behold, she cleaned mightily and made cleanly her dwelling both without and within. And, when after two weeks of this mighty effort she waxed weary, she said: "Next week I shall enjoy myself in my garden." And after many days she prepared herself and went forth early into her garden. In one hand she bore a sack and in the sack were divers buttons and fastenings, and in the other hand she bore a sack and in that sack were divers foot coverings for her family, and, behold, they were torn and full of rents, for Patience had borne sons, and on her back she bore a burden and in the burden were garments for her family, to be made whole. And Patience sewed and patched mightily and put new cloth in old garments for she was quick with her needle and deft.

And, behold, she lifted up her eyes and she saw that it was night, and she said within herself: "Tomorrow I shall enjoy my garden but peradventure today I have been too busy. But now that the rents are all mended and the sleeves in my daughters' garments are all made long and tight again and the waists of their garments are all lifted up, I shall now have leisure to enjoy

* * * * *

Refer to page 12.

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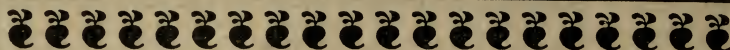
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A guide to Books and Cards designed
To cheer the Soul, to feed the mind.

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Personality

TO ALL who share that priceless gift, the love of books, it is indeed a sad thing that anything that comes from the presses—book, pamphlet, card or leaf—should ever be a mere soulless piece of merchandise, manufactured wholly for profit. A true book is never only so much paper, printers' ink and binding; for, from the earliest days of printing, when old Gutenberg lifted the sheets of his first Bible from his rude hand press, something of the spirit of its maker has entered into every book worthy of the name. Publications are only worthy when they are not mechanical, but human. They are "presentable" not when they are merely merchandise, but only when the maker has put something of himself into each one—when paper, type, binding and decoration have been studied and selected with truly loving care. Such works are not arbitrarily and sordidly made. Often they grow under the maker's hands, developing finally in a manner quite different from the original plan, for the skilled compositor has found a new face of type and a method of composition still better suited to the work. The binder has suggested finer, stronger, more graceful materials. Paper of more delicate tone and better texture presents itself. The artist, in consultation, suggests more appeal-

Pleasant Pages

Books and Cards Worth Giving, from
the Presses of Paul Elder & Company

ing designs, more alluring combinations of color. Then when the book, pamphlet or card is completed, it has been enriched by zealous hearts and trained hands working in harmony. It is warm with the personality of its makers, and this personality delights and blesses him that gives and him that receives. Now, without false assumption, the publishers of the books, cards and calendars described in the following pages can say that for years they have worked as artists, not for profit alone, but with love of their work; and they are proud to know that their efforts have been rewarded not only by the appreciation of many booklovers, but also by generous acknowledgments of fellow-publishers of their pre-eminence in their chosen field—the production of the most artistic, tasteful and beautiful works that issue from the presses. In the earlier pages of this little book the various publications are briefly described, while in the back pages, books, booklets, calendars and cards are grouped and listed alphabetically, with specifications of editions and prices. :::::::::::

Greeting of The Books

Thy Host loves well, when Nights are wild and cold,
To pore upon our Pages manifold.
We Books are Friends of his,—so, prithee, make
His Friends thy Friends, O Friend, for Friendship's sake !

— *A Book of Hospitalities.*

On Parnassus: Never before was there a wider appreciation of verse. Great poems of the older singers are read as they never were during the lives of their authors; and at the same time the humbler work of recent writers has won speedy recognition for freshness and spontaneity. With an ear for song in many keys, the singer's audience asks but that his song shall be of the best of its kind. ::::::::::::::

Sonnets From the Portuguese

With Lyric Interludes by Elizabeth Barrett Browning
Edited, with Preface, Notes and Appendix,
by Arthur Guiterman

UNLIKE all other arrangements of this noblest and tenderest of sonnet sequences, the present limited edition sets forth the sonnets as Robert Browning, to whom they were addressed, loved to read them—that is, with his wife's lyrics on the same personal theme as interludes. The preface and notes throw new light upon slightly obscure passages in the sonnets, and make them still more vividly human by showing to what episodes in the courtship of the two poets specific lines refer. Robert Browning's poems to his wife are also included in the appendix; in fact, the edition is so arranged as to present the whole beautiful lyric love story of the Brownings. The book is exquisitely printed in Caslon italic old style type, hand set, with specially designed initial decorations on Van Gelder hand-made paper, with a photogravure frontispiece, and bound either in dainty Ancona boards or in full leather. The sonnets, with their splendid note of true devotion, are necessary to every library and an ideal gift; and this edition, the chief example of distinctive book making produced by the publishers for this year, is confidently commended for its beauty, taste and thoroughness.

Prices: Ancona boards, \$1.75 net; by mail, \$1.84.

Suede boards, \$3.00 net; by mail, \$3.10.

Refer to page 46.

My Soul's Cathedral and Other Poems

By James Henry MacLafferty

SOME rare verses linger in the memory like the chime of distant church bells calling the soul to peace and prayer, soothing in their cadence, comforting in their suggestion of the pure calm that is born of assured faith. Not from the cloistered heart, but from the heart of he who has lived in the world of men, who in the midst of action has solved his own doubts and questionings, comes the song that most surely cheers, exalts, consoles. Thus, there is in Mr. MacLafferty's lyrics a warm, sympathetic appeal often lacking in more pretentious verse; for whether his theme be the secret recesses of "My Soul's Cathedral," the trill of "The Meadow Lark," or the deep voice of "The Columbia River" rushing "through the golden doors of morning," his song is ever brave and uplifting, ever instinct with the fervor of "the man I am, the man I long to be."

Pleasant Pages

Books and Cards Worth Giving, from
the Presses of Paul Elder & Company

My Soul's Cathedral—*Continued*

His little book speaks intimately to the reader, creating or awakening strong, aspiring thought, and in its simple earnestness confers a benediction like that of the warm presence of a friend. The book is printed in two colors on Italian hand-made paper, from hand-set type distinctively composed of letter-spaced caps and small caps and is bound in simple Fabriano boards. A sonnet entitled "The Temple of Silence" is arranged as an appropriate frontispiece suggesting the earnest purpose of the volume.

Price: 90 cents net; by mail, 96 cents. Refer to page 44.

Rubá'iyát of Omar Khayyám

FitzGerald's Final Version with The Literal Omar

Edited with Original Notes by Arthur Guiterman

NOT only is FitzGerald's immortal adaptation presented in a most delightful form, but in "The Literal Omar," printed as an appendix, lovers of the Astronomer-Poet may see, stanza for stanza, how the the old Persian originally phrased the verses that the Irish recluse so musically echoed in English. Thus, in "The Literal Omar," the famous twelfth quatrain, "A book of verses," is given:

"I desire a little Ruby Wine, and a Book of Verses,
With Half a Loaf of Bread—just enough to nourish me;
And then, that Thou and I should sit in the Wilderness
Is better than the Kingdom of a Sultan."

Such features as these, together with perfect typography, attractively rubricated, unusual and effective bindings and the eight beautiful authorized reproductions of the drawings by Gilbert James, make the book one of those rare presentation volumes that are sure to be welcome wherever sent. But a moderate quantity of the first printing on Italian hand-made paper, either in boards or leather, remain, and only a few copies of the limited numbered issue on Arnold hand-made paper.

Prices: Oriental boards, \$1.50 net, by mail, \$1.58.

Flexible leather, \$2.00 net; by mail, \$2.07. Number edition, \$3.00 net; by mail, \$3.08.

Refer to page 45.

You and Some Others

Poems for Occasions by Agness Greene Foster

"Love is at sixty as at twenty."

IMPULSIVE, heart-warm phrases such as these instantly endeared Mrs. Foster's work to many readers, who rapidly exhausted the earlier edition. The new edition is considerably enlarged and contains nearly three times the number of poems, grouped in accordance with their applicability to the various holidays, Christmas, New Year's, Valentine's Day, Easter, etc., as well as to family festivals and other red-letter days. These graceful and charming verses are suitable for reading, recitation or inscription in gift books or upon greeting cards for holidays, birthdays and other occasions, and tender lines such as "The You I Love" make the volume unusually suitable for presentation to intimate friends and loved ones. It is daintily printed on toned Fabriano hand-made stock with a frontispiece reproducing "My Lady's Garden" from the Tate Gallery, London, and bound either in flexible Ancona or in boards.

Prices: Flexible Ancona, 75 cents net; by mail, 80 cents.

Ancona boards, \$1.25 net; by mail, \$1.32.

Refer to page 47.

Lavender and Other Verse

By Edward Robeson Taylor

IN THIS simple but elegant volume, published in a limited edition of 230 numbered copies of which but 200 are for sale, the former Mayor of San Francisco has collected his later sonnets and translations. The book is printed from antique black-face type on Italian hand-made paper and bound in full Ancona Perugia with back bands. Of the verses it is but necessary to say that they show the same true feeling and fine craftsmanship that mark Mr. Taylor's earlier poems.

Price: \$2.00 net; by mail, \$2.11. Refer to page 43.

Sonnets

By Fanny Purdy Palmer

THE contents are arranged in two groups, first "California Sonnets" followed by "Post Meridiem," presenting the author's more intimate fancies and speculations. * * * "The Meadow Lark" * * * that is poetry of absolute grandeur, and of beautiful form; and is, moreover, the work of a human intellect of great strength and quality—and yet this remarkable book is filled with just such specimens, showing how a rugged human intellect can handle dancing thought. * * * I have not seen a book in forty years its equal in construction and taste. The themes are great, and the publisher's work is in excellent keeping with that of the author."—*From an extended review in "Book Notes" by Sidney S. Rider.* Printed on Italian hand-made paper in a limited edition, bound in Fabriano boards, boxed.

Price: \$2.00 net; by mail, \$2.09. Refer to page 46.

Two other volumes of verse, namely "Quatrains of Christ," a Rubaiyat of Christian Faith, by George Creel, and "Light Through the Valley," a Poem of Consolation, by James Henry MaLafferty are described in the group *Tidings of Comfort and Joy.*

On Friendship's Altar: After all, that Brotherhood of Man, toward which, optimistic prophets declare, we are constantly progressing, is but universal Friendship. Not Love, romantic Love in the narrower sense, but Friendship, which has been defined as "Love without his wings," is the highest compelling influence in our modern world. So what wonder that books on Friendship are in such constant request as gifts from friend to friend. ::::::::::::::::::::::::::::::

Friendship

A Mosaic Essay by Paul Elder

SO MANY mighty pens have been employed on this one great theme that it often seems better to present the best of what has been said rather than to endeavor to say something new. In this peculiarly presentable book, the utterances of great thinkers are so pieced together

Friendship—Continued

as to form a consecutive treatise on Friendship in all its moods and tenses. The frontispiece is a decorated motto card, "Just One Friend," by Robert Louis Stevenson. The essay has been recomposed in hand-set Cheltenham type and beautifully printed and rubricated on Van Gelder hand-made paper. The Comrade Edition is bound in rich Totomi Omi boards, extremely thin but quaintly bookish. The Amigo Edition, with its delicately colored flexible binding in gold and tint, is not only delightfully giveable, but also in its uniform envelope is superlatively sendable.

Price: Totomi Omi boards or flexible binding, 50 cents net; by mail, 53 cents.
Refer to page 42.

To Friendship

A Lyric Toast by Agness Greene Foster

"Just love! Love something, some one,
And friends will flock
Like snow-birds to the window-ledge
Where lies the crumb."

MRS. FOSTER'S fine exaltation of Friendship is now presented in a decorated booklet, with a photogravure of Calderon's touching painting of Ruth and Naomi, "Intreat me not to leave thee." tipped on as a frontispiece. The booklet is printed with decorations in two colors on blue-toned Italian hand-made paper, and in its flexible gray Arches cover is enclosed in a gold-stamped envelope of the same color and material.

Price: 35 cents net; by mail, 38 cents. Refer to page 42.

Love and Friendship

New Epigrams by Lillyan Shaffner

"WORDS are Love's weapon; deeds, friendship's defense." "Love is the benediction of life; friendship, the altar on which we burn this priceless incense." Both thoughtfulness and unusual power of compact expression mark these contrasted modern maxims. The booklet starts with an original frontispiece, an attractive type display of "A New Commandment" being the following gentle admonition: "With friendly eyes, salute God's world each day; with friendly hands, help lift the ones who fall; with friendly thoughts, speak words of truth; with friendly hearts, believe there's good in all; with honest soul, seek friendship with thy God." This and the maxims that follow are set in old-style Bookman and printed on toned French vellum plate, with borders by Harold Sichel in a blending gray tint. The Eglantine Edition, in flexible wine-colored, gold-stamped binding, is enclosed in a gold-stamped uniform envelope.

Price, 35 cents net; by mail, 38 cents. Refer to page 43.

A Book of Hospitalities

A Guest Book with Verses and House Mottoes
by Arthur Guiterman

HOSPITALITY is surely one of the manifestations of Friendship, and this book is a most suitable acknowledgment of hospitality to send to hospitable friends. On each left-hand page are consecutive verses in which the inmates and parts of the house in turn speak a welcome to the guest. Each right-hand page is left blank for records of visits.

Pleasant Pages

Books and Cards Worth Giving, from
the Presses of Paul Elder & Company

A Book of Hospitalities — *Continued*

An interesting essay printed as a foreword gives many unusual house mottoes well adapted for use in modern homes. The book is printed on Brittany printing paper, with borders and decorations in color tone by Charles Frank Ingerson, and strongly bound in Brittany boards with leather back, or in full leather.

Prices: Brittany boards, \$1.50 net; by mail, \$1.62.
Full leather, \$3.00 net; by mail, \$3.12. Refer to page 42.

The Merry Note: Fun is a most distinct and important element in our literature, even though it is not discussed in learned essays as are Wit & Humor. Fun is high-spirited and joyous with a boyish lightness and irresponsibility that even Humor cannot compass. It is that gay trilogy, Fun, Wit & Humor, that keeps the old World young and merry. :::::

The Complete Cynic

Being Bunches of Wisdom Culled from the Calendars of
Oliver Herford, Ethel Watts Mumford & Addison Mizner

THIS, may it please you, is a select example of clear wit. Every one who has seen any one of the calendars of the last five years, the best things of which appear in this thrice-refined essence of them all, will realize how good it must be. The many illustrations and the very decorations in red and black are full of laughter. And the perverted proverbs which form part of the contents are funnier and often much truer than the originals. For instance: "People who love in glass houses should pull down the blinds." "Where there's a will there's a law-suit." "What is home without another?" "Actresses will happen in the best regulated families." "Only the young die good." It is not a calendar this year, but a bright, gaily printed, profusely illustrated, attractively bound book, full from cover to cover with clever material in text, illustration and decoration.

Price: 75 cents net; by mail, 81 cents. Refer to page 42.

Ebisu, The Luck God

His Greetings, Rhymed by W. O. McGeehan

NOW this is a bit of pure fun. Ebisu, you must know, is a Japanese God of Good Luck, "Keeper of the Luck Gate's key, warden of the god to be," son of Izanagi and Izanami, and his jolly photographs are reproduced from an image of old Shigaraki ware, dated about 1460. His greetings are sent in a triple screen of heavy, antique finish cover. On the reverse of the middle leaf of the screen appears a photograph of the god's droll rear view, with a request to turn him for luck. Following this good advice, the friend who receives the folder will be confronted with Ebisu's irresistible, pervasive smile and his good luck wishes. Mr. McGeehan's interpretative verses are pleasantly musical and poetical in their rendering of the jolly god's mission and provide him with special settings of Christmas or Every Day Greetings as desired.

Price: 25 cents net; by mail, 30 cents. Refer to pages 53 and 56.

How to Tell the Birds from the Flowers

A Manual of Flornithology for Beginners

by Robert Williams Wood

ANOTHER bit of pure Fun. And the only danger in it is that its success may eclipse the author's reputation as a scientist, well-earned by very practical discoveries in the course of his work as professor of experimental physics at Johns Hopkins University. In the course of his gambols with Flora and Fame, Professor Wood discloses the only safe method for distinguishing the Bird from the Burdock, the Parrot from the Carrot, the Clover from the Plover, and the Rue from the Rooster. He does it in verse, too, and with lots of pictures that he drew all by himself, free-hand, just like Michael Angelo. It comes in a box.

Price: 50 cents net; by mail, 56 cents. Refer to page 42.

Animal Analogues

Further Extravagances of a Flori-faunal Unnaturalist

by Robert Williams Wood

THIS is a serious case of ingrowing depravity. Herein Professor Wood continues his mad career, expatiating upon the resemblances between the Doe and the Dodo, the Antelope and the Cantelope, the Pansy and the Chimpanzee, the Pipe-fish and the Sea-gar, and others too numerous to mention. It was necessary to enclose each copy tightly in a bright red box to keep Professor Wood's pictures from biting each other.

Price: 50 cents net; by mail, 56 cents. Refer to page 41.

The Rubaiyat of Omar Khayyam, Jr.

Expert Poetical Opinions on Tobacco, Kisses, Hairpins and

Things by Wallace Irwin. Illustrated

by Gelett Burgess

DISCARDING adjectives, let us quote one of the recollections of the poet's pipe. (Query: Ought a poet to call on his best girl with a pipe?)

"Dumbly he saw the rosy-tinted bliss
When Sacharissa kissed her maiden kiss,
Her innocence betraying in the cry,
'Oh, how can you respect me after this!'"

Full of discreet observation and youthful philosophy, the new edition looks quite jaunty in its fresh, flexible cover.

Price: 50 cents net; by mail, 55 cents. Refer to page 45.

The Love Sonnets of a Hoodlum

Slangful Strains of Sweet Colloquial Song

by Wallace Irwin

THE Hoodlum, after drying the tears of passionate adoration from his eyes, used his nice, clean red Bandanna handkerchief to bind this volume in which his heart's outpourings are recorded. Don't be afraid of the slang—however extravagant it may be, somehow it is always intelligible. And as for the verse—honest, it's good stuff.

Price: Flexible cloth of gold, 25 cents net; by mail, 28 cents.

Bandanna handkerchief, 50 cents net; by mail, 54 cents. Refer to page 43.

The Love Sonnets of a Car Conductor

How the Bell-pull Artist Wooed His Fair

by Wallace Irwin

WELL, it wasn't easy, but he got the girl, and does n't care:—

"For when your arms are full of girl and fluff,
You hide your nerve behind a yard of grin;
You'd spit into a wild-cat's face and bluff
A flock of dragons with a safety-pin."

A single quotation, however, is not fair. Any one who appreciates fun, human nature, and perfect metrical construction ought to take in the whole clear symphony. And then, as the author says, "If you don't like the language, send your copy to Germany, where they don't care." The thrilling scenes of this melodious Trolley drama are decorated by Raymond Carter and bound in red transfer boards.

Price: 50 cents net; by mail, 57 cents. Refer to page 43.

In Lighter Vein

Sprightly Anecdotes and Witty Sayings

Gathered by John De Morgan

A GOOD book to read before dining out," says one critic, and he's right; for Mr. De Morgan has the knack of picking up the good stories that the other fellow does n't know. Besides, there are worse occupations on a rainy day than sitting in an easy-chair and reading the best things said by the cleverest people at all stages of the world's career. The collection is not raked out of old calendars and other homes for superannuated jests; it is a rich hoard of treasure-trove dug out of biographies, letters, reminiscences and other long-neglected records of celebrated men and women.

Price: Buckram, \$1.50 net; by mail, \$1.64.

Flexible leather, \$3.50 net; by mail, \$3.64. Craftsman leather, \$6.00 net.
Refer to page 43.

Betel Nuts

What "They Say" in Hindustan. Oriental Epigrams

Interpreted and Rhymed in English

by Arthur Guiterman

FULL of wit and color, these Eastern proverbs sometimes parallel Western thought and sometimes diverge from it, yet always have the spice and tang of the Orient:

"He has killed a thousand men!"

"Ah! he's half a doctor then."

"Can Love devise

That Love shall not be seen?

Nay; Eyes meet Eyes,

And Love slips out between."

Many other sayings showing what the Hindu thinks of business, philosophy, religion, love, marriage, medicine, war, daily life and all else imaginable are similarly presented in rhymes, printed in Oriental style with a striking frontispiece by Will Jenkins. The binding is of plain buff boards, with a lining of rich red silk fibre suggesting the color of the betel nut.

Price: 75 cents net; by mail, 80 cents. Refer to page 41.

Prosit

A Book of Toasts, Compiled by The Spinners' Club

IT ISN'T easy to think of some fitting sentiment on the spur of the moment when called upon at a spread or a banquet, but here is a profusion of witty toasts to everything toastable. "Here's to the model husband—always some other woman's!" Good to read and well worth memorizing, they are presented in an attractive new edition in heavy hinged boards with tape fasteners, and with a jovial frontispiece in two colors.

Price: Tar boards, 75 cents net; by mail, 81 cents.
Flexible leather, \$3.00 net; by mail, \$3.11. Craftsman Edition, \$6.00 net.
Refer to page 45.

A Century of Misquotations

Wise Sayings Mirthfully Arranged by Mary B. Diamond

IF TRUTH must be told, this is a triumph of audacity and cleverness, the author further being aided by a unique sense of humor. The scheme of the book is deliciously simple. One hundred familiar quotations are united in unholy wedlock with as many others. Mere cleverness could never have inspired its creation. It took nerve—just that. It is gaily printed in green and black and bound in flexible Fabriano.

Price: 40 cents. Refer to page 41.

Sovereign Woman Versus Mere Man

Charges and Countercharges Against Men and Women,
in Merry Quotations, Compiled by Jennie Day Haines

THE foundations of this little book were laid when Adam and Eve first fell out. It is printed on double-leaf Japan paper with graceful decorations, and bound in flexible Rhinos.

Price: \$1.00 net; by mail, \$1.07. Refer to page 46.

Good Housewifery: Recipes for reducing the cost of living are the order of the day. But in spite of governmental investigations, no one has as yet suggested anything much better than good but economical cooking to prevent waste of food; proper care of the wardrobe to prevent waste of clothing, and due attention to health to cut down doctors' bills. :::::

The 101 Epicurean Thrills Series

A Kitchen Library of Original Recipes Conveniently
Classified by May E. Southworth

THERE are eleven of these little books for the good housewife, each containing 101 recipes. Four have been issued in a new popular edition, printed in two colors and bound in strong, gaily colored paper covers and each enclosed in a uniform envelope as follows:

- | | |
|-----------------------------|-----------------------|
| 2. 101 Salads | 4. 101 Mexican Dishes |
| 3. 101 Chafing-Dish Recipes | 5. 101 Beverages |

Pleasant Pages

Books and Cards Worth Giving, from
the Presses of Paul Elder & Company

The 101 Epicurean Thrills Series — *Continued*

Any one of these will make a pleasant gift, especially to the young house-keeper, and at the price the complete set of four booklets will be an inexpensive though especially attractive present.

Price: Each volume, 25 cents net; by mail, 29 cents. Refer to page 44.

Other volumes in the same series appear in the Grill Room Edition, bound in heavy Herculean covers, as follows:

- | | |
|-------------------|---------------------|
| 1. 101 Sandwiches | 8. 101 Candies |
| 5. 101 Sauces | 9. 101 Desserts |
| 6. 101 Entrees | 10. 101 Layer Cakes |
| 11. 101 Oysters | |

Price: Each volume, 50 cents net; by mail, 54 cents. Refer to page 44.

The Country Club Edition, bound in canvas boards, contains the following:

- | | |
|--------------------|---------------------|
| 1. 101 Sandwiches. | 7. 101 Beverages |
| 2. 101 Salads | 9. 101 Desserts |
| 5. 101 Sauces | 10. 101 Layer Cakes |
| 6. 101 Entrees | 11. 101 Oysters |

Price: Each volume, \$1.00 net; by mail, \$1.05. Refer to page 44.

The yet more elaborate Tomoye Edition, elegantly bound in hand-finished flexible suede calf, includes:

- | | |
|-----------------------------|---------------------|
| 1. 101 Sandwiches | 7. 101 Beverages |
| 2. 101 Salads | 8. 101 Candies |
| 3. 101 Chafing-Dish Recipes | 9. 101 Desserts |
| 4. 101 Mexican Dishes | 10. 101 Layer Cakes |
| 5. 101 Sauces | 11. 101 Oysters |

Price: Each volume, \$2.00 net; by mail, \$2.05. Refer to page 44.

Spots: Or 202 Cleansers

Compiled by Clarice T. Courvoisier

THIS useful booklet might well have been dedicated to "The Lady of the Spotless Gown." Only, it contains recipes for removing spots not only from fabrics, but from everything else, animal, vegetable or mineral. These are arranged in classified groups with an adequate index and are conveniently ready at all times to lighten the housekeeper's continuous battle. The booklet is attractively bound in paper, in the same style as the new edition of the 101 Epicurean Thrills, rubricated throughout, the cover in two colors, and enclosed in an envelope uniform with the cover.

Price: 25 cents net; by mail, 29 cents. Refer to page 46.

Messages to Mothers

Talks on Simple Methods and Natural Diet

by Herman Partsch, M. D.

AN INVALUABLE aid towards eliminating preventable ills, presenting a practical and natural method for the care and treatment of mother and child. The valuable contents are: Power in Physiological Functions, Sickness of Pregnancy, Natural Infant Feeding, The Maternity Nurse, Ills of the Weaning Period, Sweet Fruits Versus Confections, Some Failures at School. Attractively printed with a frontispiece reproducing Della Robbia's "Bambino," and bound in full linen.

Price: \$1.50 net; by mail, \$1.61. Refer to page 43.

The Secrets of Beauty & Mysteries of Health

With Recipes Gathered in Many Lands

by Cora Brown Potter

"**P**HYSICIAN, cure thyself," said old Æsop, implying that it is folly to buy hair-restorers from a bald-headed chemist. On the other hand, take note that, as one gallant reviewer says of Mrs. Potter's book, "It is written by one whose health and beauty are proof of the truth she expounds." The book is liberally illustrated and bound in a flexible weathered red cover or in red satin finish linen.

Price: Flexible cover, 75 cents net; by mail, 85 cents.
Linen boards, \$1.75 net; by mail, \$1.88. Refer to page 45.

In Gardens Green: To those who have themselves tasted those joys of Eden,—sowing and watering, and gathering the fruits or flowers of their own rearing,—all literature relating to gardens, be it practical or poetical, is endeared for the sake of the subject alone. Besides, through heredity we are all gardeners at heart and cannot but love the lore of sweet earth and green things growing. ::::::::::::::::::::::::::::::::::

Patience and Her Garden

A Whimsical Parable for Clubwomen, Housekeepers
and Gardeners, by Ida Smith Decker

NOW Patience had a garden—as have many others—and it was her heart's delight to toil in her chosen little plot made sweet by the kiss of sunbeams and the caresses of rain and dew. For, in the words of the lovely lyric illumined upon the leaflet serving as a frontispiece for the winsome booklet wherein her tale is told,

"A garden is a lovesome thing, God wot!
Rose plot, fringed pool, fern'd grot—
The veriest school
Of peace; and yet the fool
Contented that God is not—
Not God! in gardens! when the eve is cool?
Nay, but I have a sign:
'T is very sure God walks in mine."

Yet her garden,—like other gardens,—had enemies even more potent than snail or slug or small green worm, and how this truth became clear to her, and what she did when the scales fell from her eyes, is the theme of this half-sportive little story. Then let all true garden-lovers read the brief narrative of *Patience and Her Garden*, so that their own gardens shall more abundantly flourish with leaf and flower and fruit. Yea, and upon all true garden-lovers be that old Anglo-Saxon benediction, "May they be blest with the blessing of grapes and apples." The booklet is charmingly printed in two colors on distinctive Spanish hand-made paper, water marked, with a frontispiece, and is bound in green flexible Fabriano, enclosed in uniform gold-stamped envelope.

Price: 35 cent net; by mail, 38 cents. Refer to page 45.

Ye Gardeyne Boke

Sayings About Gardens and Plants That Grow Therein

Compiled by Jennie Day Haines

WHAT'S the use of having views if no one confirms or contradicts them? Well, here are the words, pleasant, wise or sentimental, in which many minds have expressed their views on gardens, plants and flowers, gathered together for the approval or disapproval of gardeners and garden-lovers. It is a tasteful book, printed, bound and decorated as the subject demands.

Prices: Flexible Sugiyama, \$1.00 net; by mail, \$1.09.
Buckram, \$1.50 net; by mail, \$1.63. Flexible leather, \$3.00 net; by mail, \$3.10.
Craftsman leather, \$8.00 net. Refer to page 47.

The Garden Book of California

By Belle Sumner Angier

THIS well-illustrated volume on far Western gardens contains much information of interest to garden lovers east or west. It is the outcome of experiences with far Western gardens that will be of value to all who enjoy persuading things to grow.

Prices: Linen, \$2.00 net; by mail, \$2.12.
Spanish leather, \$3.50 net; by mail, \$3.65. Craftsman leather, \$6.00 net.
Refer to page 42.

Records of Pleasant Visits: Kind Host and Welcome Guest, let not all recollection of mutually agreeable tarryings end with "Good-by." But let each Guest leave written record of his stay as a remembrance to the Host, and for other Guests to read, and for himself to review upon the happy day when he shall come again. ::::::::::::::::::::::::::::::::::::::

The Remembrance Guest Book

Designed by Robert Wilson Hyde with

Verses by Arthur Guiterman

WHEN in doubt what to give a friend in acknowledgment of hospitality or as a gift for the new home or the old, remember The Remembrance Guest Book. Its heavy French cream vellum pages decorated in dark green are arranged to receive each guest's record of his visit. Other pages are reserved for sketches by guests skilled with brush or pencil, and for souvenirs. At the top of each record page is a pleasant verse of greeting from some one or something in the house, as when the canary sings:

"Like thee, a willing prisoner am I.
O Fellow-Guest, why should we seek to fly?"

In the front of the volume, in place of the usual title page, is a rubricated leaf upon which the owner's name may be engrossed. The double-page frontispiece, representing the reception of guests at the gate of a medieval

Pleasant Pages

Books and Cards Worth Giving, from
the Presses of Paul Elder & Company

The Remembrance Guest Book—*Continued*

castle, is a wonderful example of elaborate color work. The dimensions of the book are $8\frac{3}{4} \times 11\frac{1}{4}$ inches. The Cozy-Corner Edition is serviceably bound in durable buckram. The Host Edition is most attractively bound in rich golden fabric; the Greeting Edition in full Shiki silk, and the Welcome Edition in full russet pigskin. Each copy is enclosed in an appropriate box.

Prices: Fabric, \$3.50 net; by mail, \$3.82. Shiki silk, \$5.00 net; by mail, \$5.32.

Shiki silk in silk case, \$6.00 net; by mail, \$6.32.

Pigskin, \$10.00 net; by mail, \$10.32.

Refer to page 42.

The Craftsman Guest Book

Designed by Robert Wilson Hyde, with Verses
by Arthur Guiterman

LIKE the Remembrance Guest Book in contents and decoration, this imposing gift book is considerably larger, $15\frac{1}{2} \times 11\frac{1}{2}$ inches, a size that entitles it to a place on the table of the foyer, library or living-room. Here, too, the guest finds his greeting on every page. The Dog says:

"My softest Paw I give in faithful sign
Of Amity; my Master's Friends are mine."

The House Gift Edition is bound in a specially woven golden fabric; the All Hail Edition, in full russet pigskin. Each volume carefully boxed.

Prices: Golden fabric, \$7.50 net; by express, \$8.14.

Pigskin, \$15.00 net; by express, \$15.64.

Refer to page 42.

A Book of Hospitalities

With a Foreword on Old House Mottoes
by Arthur Guiterman

THIS might be called a reading guest book. The foreword is a bright essay on house mottoes, giving many old verses applicable to modern dwellings. On the left-hand pages throughout are printed a connected series of greetings to guests.

THE HEARTH

"The Hearth am I, the deep Heart of the Dwelling;
A pleasant Nook for Ease and Story-telling;
Where Friendship's Flame shall find a glad Renewal,
While Mirth and kindly chat supply the Fuel."

These are set forth in a decorative but legible black text letter within a border appropriately designed from a motif of English hawthorn by Charles Frank Ingerson. The right-hand pages except for the text head-line and border are left blank for records and comments of guests. Truly a delightful book in appearance; agreeable in size, $6\frac{1}{2} \times 10\frac{1}{4}$ inches, the text in black and green harmoniously blending with the rich brown-toned Brittany paper upon which it is printed, and with the binding a deeper brown-toned Brittany boards stamped in gold and green with backbone of rough, gray leather, or, if preferred, a binding of full heavy Spanish leather stamped in gold.

Prices: Brittany boards, \$1.50 net; by mail, \$1.67.

Full leather, \$3.00 net; by mail, \$3.12.

Refer to page 42.

Pleasant Pages

Books and Cards Worth Giving, from
the Presses of Paul Elder & Company

The Auto Guest Book

For Recording Motor Trips and Adventures,
by Ethel Watts-Mumford Grant and R. B. Glaenzer

SINCE so many good Americans only use houses to sleep in, but autos to live in, the rich-toned, humorously decorated pages of this book have been prepared to receive full accounts of motor trips, adventures, yes, and mishaps and expenses, for those who choose to remember such things. Not only bright drawings in two colors, but also the electro-gasoline maxims of Punbad the Railer enliven the pages. The Motor Edition is bound in full linen; the Spark Plug Edition, in full red automobile leather, and each book is enclosed in a red box on which appears the gold cup, the "Trophy of the Chased."

Prices: Linen, \$1.00 net; by mail, \$1.10. Leather, \$3.00 net; by mail, \$3.10.
Refer to page 41.

Wedding Bells: All the world loves a bride. On one brief day in a woman's life she is the most important person in her circle; and on that day friends would leave undone nothing that could add to her happiness. Meet is it, then, to preserve in suitable form all the records and memorials of her most memorable day.

Wedding Book

The House That Jack Built by
Robert Wilson Hyde

THE skill of binder and colorist, the resources of art, humor and sentiment combine to make this book worthy, as no other ever has been, to preserve all memories of the bridal day.

"This is the House that Jack Built.
This is Sir Jack of High Renown,
You've heard of him, I'll wager a crown,
That built the House that Jack Built.
This is the Maid of the Dainty Gown
That captured Jack of High Renown
And lived in the House that Jack Built."

So the merry rhyme runs from page to page, telling of the bride, the bridegroom, their future home, the bridesmaids, the bridesmen, the day, the church, the "parchment" (which naturally means the marriage certificate), the kith and kin,—aunts, uncles, cousins and all,—the friends, the gifts, thoroughly classified, the feast and the toasts and songs with which it was celebrated, all with ample room for recording details under these and other heads. A broad panel design, gorgeous in many colors and gold, shows all the characters, properties and scenery of this great domestic drama, running continuously along the upper part of the doubled pages; and the pictures are none the less attractive because the characters are portrayed with the splendid costumes and appointments of the Middle Ages. Below this design on each page is the space for records and the mounting of photographs and souvenirs, in some copies left entirely blank, but in others filled in with

Pleasant Pages

Pleasant Pages

Wedding Book—Continued

the various suggestive headings, the form for the marriage certificate, etc. The book is 10x11¼ inches, beautifully and durably bound in buckram, Shiki silk or white calf according to edition, and enclosed in a suitable box.

Prices: Buckram, \$3.50 net; by mail, \$3.75. Shiki silk, \$5.00 net; by mail, \$5.25. Shiki silk in silk case, \$6.00 net; by mail, \$6.25. White calf, \$10.00 net; by mail, \$10.25. White calf in calf case, \$15.00 net; by mail, \$15.30.
Refer to page 46.

Refer to page 46.

Choice Presents: In addition to the value of their contents, some books possess, by virtue of the care and skill that has been lavished in their making, that peculiar quality of "giveableness" which we attach to goldsmiths' and silversmiths' work and other artistic productions. All good books are worthy presents, but gift books declare in unmistakable language, "I am a present." ::::::::::::::::::::::::::::::::::::::

The Raven

Prefaced by The Philosophy of Composition
by Edgar Allan Poe

BY MANY "The Raven" is considered the most remarkable American poem; and the essay, *The Philosophy of Composition*, in which the poet describes the method by which his masterpiece was constructed, is an illuminative contribution to the literature of critical analysis which may more fittingly precede a reprint of the poem than any introduction written by another hand. The poem with the author's own commentary is here published in a large quarto printed on Arches hand-made paper in perfect typography with liberal use of photogravure illustration, and rubricated designed initials. The Pallas Edition is bound in gray Ancona boards with leather backbone. The Fordham Edition in chocolate Flemish kiphide suede, and the new Lenore Edition in shadow boards, through which show graceful tracteries of leaves. In every particular this is a finished example of sumptuous bookmaking, worthy of Poe's classic.

Prices • Shadow-paper boards, \$5.00 net; by mail, \$5.24.
Ancona boards, \$6.00 net; by mail, \$6.24. Flemish suede, \$10.00 net; by mail, \$10.24.
Refer to page 45.

Christmasse Tyde

**Yule-tide Quotations and Holiday Lore, Compiled by
Jennie Day Haines**

CHRISTMAS books are ever in demand; but this book, most Christmassy in its contents, combines interest and utility with the highest degree of beauty. It contains Christmas poems, selections, hymns and carols; little chapters on Ye Holly Branch, Ye Mistletoe Bough, Ye Yule Log, Ye Christmasse Waytes, Christmasse Lullabies, and all subjects pertaining to the Twelve Days of Yule. What else is needed for Christ-

Christmasse Tyde—Continued

mas reading or the school celebration? Printed in the clear old missal style, the rich black text and the strong headings in their rules of antique red stand out as though embossed upon the creamy ground of old Normandy vellum. The frontispiece, a Madonna and Child by Gordon Ross, is printed in delicate colors on hand-made Japan tissue. Each book is boxed. The Mistletoe Edition is bound in flexible Chameleon covers with a changing effect; the Holly Edition in Ancona Italian hand-made boards; the Yule Log Edition in full champagne Siberian kid, and the Craftsman Edition in heavy leather, hand-modeled and colored.

Prices: Chameleon covers, \$1.25 net; by mail, \$1.38.

Ancona boards, \$2.00 net; by mail, \$2.14.

Siberian kid, \$5.00 net. Craftsman leather, \$10.00 net.

Refer to page 42.

The Spinners' Book of Fiction

Colorful Stories by Modern Western Writers

Collected by the Book Committee of the Spinners' Club

MANY tales are called "typically Western." But there are not only representative stories by seventeen distinguished California authors, but they have also been selected with critical care by San Francisco's celebrated literary group, the Spinners' Club, and are illustrated in color from paintings by six prominent California artists. That the book contains the work of such authors as Gertrude Atherton, Jack London, Geraldine Bonner, James Hopper, Mary Halleck Foote, Frank Norris and Miriam Michelson alone guarantee the quality of the contents. It is the strong voice of the far West. Printed on fine white deckle-edge paper and bound in durable Spinners' linen, with a medallion on the cover, it is an ideal gift. Full of good tales, well told and perfectly set forth.

Price: \$2.00 net; by mail, \$2.22. Refer to page 46.

Western Classics

Four Masterpieces from the Pacific Coast

LITTLE gems of American literature in perfect settings that will be prized in any library not merely for their literary appeal, but as examples of exquisite book craft. Each volume is individually composed in hand-set type best adapted to the subject,—the Sea Fogs in Caslon Old Style in combination with chaste hand-mitered rule panels; another volume in Bookman Antique, a third in Cheltenham. In each the decoration, reserved in character, is in perfect harmony with the text. Each book is printed upon Italian hand-made paper with a photogravure frontispiece on Japan vellum, and is bound in heavy Ancona beveled boards with sheepskin parchment backs. In the Tamalpais Edition, collected, the set of four volumes is enclosed in a cabinet box of heavy lacquered Japanese fibre stock, richly colored, a striking contrast to the parchment volumes. The Tamalpais Edition, single, presents the separate volumes each in a hinged case of a similar character. In the Bookcraft Edition, each volume is enclosed in a jacket of hand-made Ancona to match the binding in color and inserted in a uniform slide-box. Either individually or as a set, the Western Classics would make a delightful remembrance to any one interested either in good literature or good bookmaking. The titles are:

Pleasant Pages

Books and Cards Worth Giving, from
the Presses of Paul Elder & Company

The Western Classics—Continued

1. *The Sea Fogs.* By Robert Louis Stevenson. The introduction is by Thomas R. Bacon and the frontispiece by Albertine Randall Wheelan.
2. *The Case of Summerfield.* By William H. Rhodes. Geraldine Bonner supplies the introduction and Galen J. Perrett the frontispiece.
3. *Tennessee's Partner.* By Bret Harte. The introduction is by William Dallam Armes. The frontispiece is by Albertine Randall Wheelan.
4. *A Son of the Gods & A Horseman in the Sky.* By Ambrose Bierce. Introduction by W. C. Morrow. Frontispiece by Will Jenkins.

Prices: Tamalpais Edition, Collected, \$7.50 net; by mail, \$7.78.

Single volumes, \$2.00 net; by mail, \$2.10.

Book Craft Edition, the set, \$7.50 net; by mail, \$7.75.

Single volumes, \$2.00 net; by mail, \$2.08.

Refer to page 46.

Weather Opinions

Well-weathered Wisdom with Interleaves on Weather
Subjects, Compiled by Jennie Day Haines

HERE are quotations, proverbs, weather rhymes, weather signs and cheerful weather philosophy to help out the perennial discussion of society's favorite subject. The book is printed on cream Normandy vellum with green border rules and original decorations. Also, there are interleaves on all sorts of amusing topics connected with the weather. Most people are weather grumblers. This is an appropriate gift to all such, being a certain cure for weather grumbling.

Prices: Chameleon cover, \$1.25 net; by mail, \$1.37.

Fabrizio boards, \$2.00 net; by mail, \$2.16.

Champagne kid, \$5.00 net; by mail, \$5.16.

Refer to page 46.

In Other Lands: "Homekeeping youth have ever homely wits." Still, many of us are compelled to do our traveling in the spirit rather than in the body. And, after all, there are plenty of alert readers who have obtained broader views of foreign lands from the printed page than many travelers have taken in through the naked or spectacted eye. Not only the book of foreign travel, but also books on foreign literature, art history and romance may be our mental passports into other climes.

By the Way

Pleasant Travel Letters with Useful Notes for Tourists
by Agness Greene Foster

TOO many travelers go to foreign lands to find fault because things are different from what they are at home. But the author of "By the Way," a simple-natured, sweet-hearted observer on each of her tours, went to enjoy new sights and to drink in new beauties without the incessant

By the Way — *Continued*

query whether they were inferior or superior to others. There is nothing of dry guide-book recital in this book; it is more like a travel novel, and is full of the author's kindly personality, written in a wonderfully enjoyable manner, bright, vivid, conversational, presenting an exceptionally entertaining story in an easy, picturesque style. The information is cleverly woven in through a series of bright letters dealing with interesting people and places. England, Ireland, Scotland, The Netherlands, Switzerland, Germany, Austria-Hungary, Italy, Greece, and European and Asiatic Turkey are among the countries visited, with characteristic comment and anecdote. Here is a little bit which forms the closing paragraph of the chapter on Turkey, and which may be taken as a specimen of the writer's literary skill: "In spite of the night spent on—and in—the black waters of the Bosphorus, when I think of Constantinople, it is not of this—not of its filthy streets, nor its thousands of pariah dogs, nor of their howls nor the well nigh unbearable din of bells and yells—but of my first view of a phantom-like city, seated on seven hills, the sides covered with many-colored roofs which slope down to a long, white kiosk, of minarets, of mosques with slender spires, and of one tall sentinel cypress tree in the foreground, all seen through the haze of dawn over Marmora's blue waters." The book is thoroughly indexed, and a list of hotels and *pensions* in places visited will be found a feature of great value to the tourist of moderate means. The many charming illustrations are reproductions of photographs in brown duotone mezzogravures tipped upon pages blank except for the title of the picture. Nothing could be better as a "*Bon Voyage*" gift than this book, neatly and serviceably bound in flexible linen.

Price: \$1.50 net; by mail, \$1.58. Refer to page 41.

Impressions of Ukiyo-ye

Telling of the Japanese Color-print Artists and Their Work
by Dora Amsden

FROM this fascinating survey of the national art of Japan one cannot but gain an idea of Japan itself, for the old Japanese color prints do not concern themselves so much with history or classic allegories as with the every-day, intimate life of the people. The book is of itself an art treasure, printed in Japanese effects on double-leaved Japan paper and illustrated with many fine examples of the work of the old artists whose romantic lives and notable productions are interpreted and described in the text. The characteristic Japanese touch also appears in the workmanship of the unbleached linen binding.

Price: \$1.50 net; by mail, \$1.58. Refer to page 43.

The Princess of Manoa

With Other Romantic Folk-tales of Old Hawaii
by Mrs. Frank R. Day

HERE are the well-told legends of a wild yet lovable race—stories of love and heroism, tales of the tawny Kanakas and their potent fire-goddess whose palace is in the red heart of their ever-smoldering volcano. Printed on golden-brown paper, it is illustrated with dark-toned photogravures of great charm, tipped upon mounting sheets.

Prices: Basket buckram, \$1.50 net; by mail, \$1.62.
Spanish leather, \$3.00 net; by mail, \$3.12. Craftsman leather, \$8.00 net.
Refer to page 45.

Obil, Keeper of Camels

Being the Parable of the Man Whom the Disciples Saw
Casting Out Devils, by Lucia Chase Bell

A STRONG, vivid tale of Palestine in the days of the Christ. Simply, devoutly, and well in accordance with this spirit of sacred tradition, Mrs. Bell has woven a tale of this unnamed doer of deeds in a picturesque parable, the deep intrinsic truth of which will be recognized by all.

Prices: Flexible Ancona, 50 cents net; by mail, 53 cents.

Flexible boards, 75 cents net; by mail, 79 cents.

Refer to page 44.

The Tocsin

A Stirring Drama of Florence in the Time of the Medici
by Esther Brown Tiffany

"ONE fancies 'The Tocsin' as it might seem were it offered on the stage, a modern miracle play, and the thought is all in its favor, for assuredly it is something susceptible of most satisfactory and successful presentation to an audience sufficiently refined to recognize its great merit. Doubtless through this channel more will be heard of this remarkable play, for its value in this direction will scarcely be overlooked by discerning artists seeking a medium through which to command public approval and support. As a literary production, regardless of its further possibilities, 'The Tocsin' is of superlative delicacy and rare distinction."—*The Bellman*. Printed on hand-made paper and bound in Fabriano boards in a limited edition, of which there are but a few copies left.

Price: \$3.00 net; by mail, \$3.11. Refer to page 46.

For the City! It cannot be called mere local pride that makes the people of San Francisco exalt their city, for by their full devotion they have proven that city worthy the patriotic ardor that she has inspired. A noble pride is a promise of high endeavor. It is well that one should be unashamed to proclaim himself "a citizen of no mean city." ::::::::::::::

The City Loved Around the World

A Toast to San Francisco by
James Henry MacLafferty

SO GENERAL has been the acclaim of this exaltation of "The City that Is! The City to Be!" and its wide acceptance as the very epitome of the spirit and aspirations of San Francisco, that it was found necessary to present it in durable form, for use as a gift or as a souvenir at banquets and celebrations. It is printed with decorations in two colors in a booklet of kid-skin parchment.

Price: 10 cents net. Refer to page 42.

The Vanished Ruin Era

San Francisco's Classic Artistry of Ruins Recalled in Picture
and Song by Louis J. Stellmann

IN THIS volume the strange, weird loveliness of a city, beautiful in destruction, is recorded in pictures and verses for those who now glory in the splendor of that city born anew. To quote the author's preface: "To those upon whose minds the panorama of the events of four reconstructive years is ineffaceably impressed, there are memories beautiful as well as awesome, and among these are the pictures of that modern Acropolis which the Fire God created—that ephemeral and vanished ruin era which in its weird, flame-wrought transformation made things of beauty out of hovels, which carved shapes of classic dignity out of structural atrocities, which lent a touch of magical, if spurious, age-refinement to the fire-ravaged areas, akin to the time-hallowed grandeur of Athens and of Rome." On every right-hand page is mounted a duotone print of some noble wraith of architecture in the tragedy of desolation,—the broken coliseum of the Strawberry Hill Observatory; a shattered Ionic portal recalling the Temple of the Acropolis; views of the cathedral towers and arches rising still above tumbled walls; sundered splendors of palaces, Italian gardens and civic monuments, and at the last, scenes of the vigorous upbuilding and triumphant renewal of an unconquerable city. On the facing left-hand pages are the author's verses describing each view and voicing the feelings with which the original inspired him. The book is beautifully bound in strong boards, enclosed in a box, and finished throughout in a style both elegant and unique. It is a volume that will appeal irresistibly to every loyal San Franciscan and every lover of Art. As a gift book *de luxe* it has few equals.

Price: \$2.50 net; by mail, \$2.78. Refer to page 46.

College Days: It is precisely because college life is so distinct and apart, that college training is of so great value. In the democracy of the college world the young men or young women must work out their salvation through their own merits, thus unconsciously fitting themselves to do the same in their post-graduate course in the greater world. No memories are more tenderly treasured than memories of collegiate years. ::::::::::::::::::::::::::::::::::::::

The College Freshman's Don't Book

Prepared for Unguided Freshmen at Large
by George Fulerton Evans (A. B.), a Sympathizer

THIS good advice costs 75 cents, and by the same token can be proved mathematically to be infinitely more valuable than the advice that costs nothing. From a perusal of the little notes printed on the broad margins of the neat pages, you will find that the advice covers a remarkably large number of things that the average Freshman usually learns from

Pleasant Pages Books and Cards Worth Giving, from the Presses of Paul Elder & Company

The College Freshman's Don't Book—*Continued*

diversely flavored experience. The most unusual thing about it is, that it is expert advice, good advice and takeable advice;—not all good advice is takeable; most of it is too priggish; this is n't. Different pieces of advice are illustrated by Charles Frank Ingerson, and the pages are adorned with decorations and initials by Raymond Carter. On the cover of blue Fabriano boards appears a touching representation of an aspiring Freshman essaying to shin up the Tree of Knowledge. Only the author's evident modesty kept him from adding as a final piece of advice of transcending importance, "Buy a copy of the book for every Freshman of your acquaintance." It blesses him that gives and him that receives.

Price: 75 cents net; by mail, 81 cents. Refer to page 42.

The Girl's College Record

A Treasury for Memories of Student Days

Arranged by Virginia Woodson Frame

HEREIN is space for the records of all the events and impressions of a girl's college life, social and scholastic, sports, examinations, dances, larks, studies and vacations, remembrances of teachers, hobbies and friendships. It is printed on heavy-toned paper, suitable for mounting photographs and other souvenirs, with full-page cartoons, topical decorations and verses,—in short, it is just the gift for a college girl.

Prices: Buckram, \$1.50 net; by mail, \$1.66.

Suede boards, \$3.50 net; by mail, \$3.66. Craftsman leather, \$6.00 net.

Refer to page 42.

Californian Harvests: Many have remarked that to visit California is to enter a new world, so distinct is the State from all her sister commonwealths. Yet differences in physical features, climate, vegetation, architecture and even modes and customs by no means imply lack of mutual sympathy. All the world is interested in California, as California is interested in all the world. ::::::::::::::::::::::::::::::::::::::

Bird Notes Afield

Essays on the Winged Folk of the Pacific Coast, with a
Field Check List, by Charles A. Keeler

SNAPSHOTS of wild birds at home illustrate this delightful work, written by one who is on intimate visiting terms with his little feathered friends. His stories of the haunts and ways of the bird neighbors are both readable and important as contributions to the study of the ornithology of the Western Coast. The book contains a valuable field check list which is a complete guide for the identification of each specie. It is printed on warm-toned paper and is bound in strong linen.

Prices: Linen, \$2.00 net; by mail, \$2.18; Spanish leather, \$3.50 net; by mail, \$3.67. Refer to page 41.

The Garden Book of California

Pleasant Discourses for Those Who Dig and Plant
by Belle Sumner Angier

CALIFORNIA gardens are famous, and this book tells of some of them and of California gardening methods, with twenty photographic views. Moreover, the information contained in such chapters as Simple Gardening Methods, Little Brown Bulbs, Ferns and Ferneries, Back-yard Problems and Tropical Plants, will be found valuable both East and West.

Prices: Linen, \$2.00 net; by mail, \$2.12.
Spanish leather, \$3.50 net; by mail, \$3.65. Refer to page 42.

The Mother of California

Lower California—Its Strange History and Coming
Importance, by Arthur Walbridge North

WITH an Introduction by Cyrus C. Adams of the American Geographical Society. Prospecting in territory but slightly touched by the historian, Mr. North has reconstructed from old Spanish documents and later records the first history of the long finger of land that points to the Panama Canal,—the peninsula which, he tells us, we occupied during the Mexican War, but, failing to recognize its coming strategic importance, relinquished as “the tail-end of an earthquake.” The book is illustrated with thirty-two views, and contains the only modern authoritative chart of an interesting but little-known region. The volume is one that will deeply interest all those who care for geographical and historical research and also all those who take delight in the romance of history.

Price: \$2.00 net; by mail, \$2.18. Refer to page 44.

The Children's Hour: Interesting the children is not so difficult a task for those who have learned that the little ones have a strong appreciation of clear, naive humor, stories rippling with merry little incidents, simple, well-cadenced songs and sound, straightforward but not “preachy” morality. But those who realize that tastes should be formed as early as possible will place in a child's hands only such books as are beautiful and free from vulgarity.

The Hump Tree Stories

Merry Tales of Little Folk of Field and Forest, Marsh
and Garden, by Mary Joss Jones

NOW these stories are all true, for they are told mainly on the excellent authority of Mr. Big Bill Brown Bird of the Low-Limbed Hump Tree. And they tell of the adventures of High-Hopper Grasshopper, Humper, the Green Worm, Black Brother, the Little Wild Pig, Mr. and Mrs. Black Bird who are so wise and clever, Little Miss Tadlets the Ambi-

The Hump Tree Stories — *Continued*

tious Froglet, the Pink Butterfly who is called Winky-Pink because he winks with his wings, Dickey Swift, the Squirrel, and other entertaining folk of the Woodland, the River Bank, the Garden Lands, the Green Grass Region and

"The Swamp-Grass Country,
Where the willows shake,
Where the grasses wave,
And the Blackbirds say 'Good Morning.'"

The book is full of occasional little lilt of song like this, and the adventures of the little people it tells about are most eye-widening and hair-curling and excitingly true. It is full of pictures by R. L. Hudson, wonderfully illustrative, and of delightful decorations, head and tail pieces and initial letters that are both interesting and entertaining and very good drawing. The book is brightly printed in two colors and bound in extra boards with fabric back, a substantial, entertaining volume for the nursery reading-table or library.

Price: \$1.00 net; by mail, \$1.11. Refer to page 43.

The Hump Tree Booklets

SOMETIMES it is pleasant to send a child a little gift in a delightful form, or to prolong a pleasure by sending a succession of little gifts instead of one large present. So here are the individual Hump Tree Stories, each in a little illustrated book by itself bound in a gaily colored flexible cloth-of-gold cover. And they are called:

1. Mr. High-Hopper Grasshopper.

"High-Hopper Grasshopper, quick as a wink;
Did he hop to the sun, or what do you think?"

2. Humper, the Green Worm.

"Open my leaves and then you will see
How Humper, the Green Worm, kept house in my Tree."

3. Black Hawk, the Sky Pirate.

"Little Mrs. Black Bird, safely in her nest;
And far away goes old Black Hawk winging to his rest."

4. Black Brother.

"Come here to Me-e-e-' calls Mother, and all the Piggies run;
Black Brother? No, he's lagging—he's the naughty little one."

5. Mrs. Wriggles in the Swamp-Grass Country.

"I looked within this leafy book and this is what I found:
A wriggling Mrs. Wriggles, wriggling all around."

6. Luminiferous Miss Tadlets.

"Is that Miss Tadlets sitting in the cool pool all alone?
I wonder if she's wondering where all the flies have flown!"

7. Winky Pink, the Butterfly.

"Winky Pink, Winky Pink, where do you fly,
Like a little pink flower afloat in the sky?"

8. Dickey Swift, the Squirrel: His Escape.

"Dickey Swift, scurry to the tip end of your bough,
And scold the greedy, grunting Pigs that tease the kind old Sow."

It would be hard to find anything more pleasing to a bright youngster than these booklets or the complete volume, for the stories are of the sort that will be read again and again, never forgotten, but dearer with each repetition.

Price: Each booklet, 25 cents net; by mail, 29 cents.
Refer to page 43.

Slumber Sea Chanteys

Little Songs for Little Voyagers to Dreamland
Words by Lucia Chase Bell and Rita Bell James
Music by Carrie Stone Freeman

THESE are real chanteys, simple and sweet and of varied subjects and rhythms, that were so loved by the real baby to whom they were first sung that they are now printed to help other babies in their cruises on the Dreamland Sea. They can be chanted with their pleasant repetitions in any key, and their prettiness is indicated in the titles:— Little Brown Owl in the Redwood Tree, Wee White Bark on Slumber Sea, Pattie Footie Play, The Winds, Song of Baby's Wordies, The Ride to Supper Town, on Grandpa's Foot, Rain Song, The Umbrella Partee, The Crickets, Babykin's Train Song. The pages with the words, airs and piano accompaniments are decorated with "little flocks of pen and ink sketches," inspired by the same tiny "Billy Winkum" for whose benefit the songs were first sung. While perfectly adapted to the delicate ear and sensibilities of a little child, every number of this music is good music, as it should be, the "Rain Song" and "Crickets" being especially lovely and poetic in melody and accompaniment. They were written with true sympathy for all that the child knows, feels and thinks, and should prove a boon to the mother, not used to woo him to sleep in her arms, but as a part of those happy loving-times which rightfully belong to every child. Some of the best primary teachers and kindergartners are finding these little home chanteys suited to their use also, and the former editor of two of the greatest magazines for children has written, "I wish to congratulate all who have been associated in the making of this delightful book." The book, 9x12, is bound in strong flexible Tekoa.

Price: \$1.00. Refer to page 45.

The Potato Child and Others

Three Tender Christmas Stories
The Potato Child, A Story That Never Ends, and
A Nazareth Christmas
by Mrs. Charles J. Woodbury

"If only our help could begin as soon as our hindrance does."

THE Potato Child" was only a doll made out of a healthy potato by a lonely, love-hungry little waif; but "there is no knowing how much good one sweet, loving, contented potato child can do in a house." "A Story That Never Ends" shows how a very normal but angry little boy learned the lesson of forgiveness from a boyish vision of the greatest of all teachers in His boyhood. In "A Nazareth Christmas" is the story of the Nativity told by the Mother of Jesus when He was yet a boy in Nazareth. These touching tales are little in size but big in their appeal to the heart, and are told in the simple manner that is the best art. The frontispiece is a reproduction of a charming bas-relief by Elizabeth Ferrea, representing little Elsie tending the Potato Child. The booklet is bound in flexible covers in a new and pleasing effect and enclosed in a uniform, gold-stamped envelope as a delightful little holiday gift.

Price: 35 cents net; by mail, 38 cents. Refer to page 45.

Book of Nature

Impressions of Living Things in Rhyme and Picture
by Johnny Jones (Spelling by his Mother)

OTHER children have pretty much the same impressions of birds, beasts, insects and reptiles; that's one reason that they like Johnny's first book in natural history.

"I'm very fond of little doves,
I love to hear them coo;
It's such a peaceful kind of sound,
And sort of mournful, too."

In its new flexible Kaiser cover this original little work is as welcome as a holiday.

Prices: Flexible cover, 25 cents net; by mail, 29 cents net.
Cambric, 50 cents net; by mail, 54 cents.
Refer to page 41.

Wonders of the Deep

Studies of Fishes and the Like
by Johnny Jones

THIRTY creatures of the sea and sand are written up in rhyme and pictured in Johnny's own, inimitable style. The Aquarium Edition is bound in flexible green royal melton; the School Edition is covered with cambric by Johnny's Mother in traditional schoolbook style.

Prices: Flexible melton, 25 cents net; by mail, 28 cents.
Cambric, 50 cents net; by mail, 54 cents.
Refer to page 47.

The Little Brown Hen Hears the Song
of the Nightingale, and The Golden Harvest
by Jasmine Stone Van Dresser

BOTH of these charming stories are marked by the sunny loveliness and minor truth characteristic of the tales of Hans Christian Andersen. The Service Edition, in its green Japanese wood-boards, is a remarkable bit of bookmaking. The popular Harmony Edition is bound in flexible covers.

Prices: Flexible cover, 50 cents net; by mail, 55 cents.
Japanese wood-boards, 75 cents net; by mail, 80 cents.
Refer to page 43.

The Twins and The Whys

A Fairy Tale for Young and Old
by Susan F. Thompson

TWO little girls with the suggestive names "Cannie" and "Cantie" set forth on a small pilgrimage through this world of "Whys" and meet with characteristic adventures.

Prices: Italian boards, 50 cents net; by mail, 56 cents.
Flexible lambskin, 75 cents net; by mail, 80 cents.
Spanish leather, \$1.00 net; by mail, \$1.08.
Craftsman leather, \$4.50 net.
Refer to page 46.

Blottentots and How to Make Them

A Magic Book

With Which to Conjure Up Inky Sprites

by John Prosper Carmel

"If you've never made a Blottentot
This book will help you quite a lot."

JUST ink and paper are all else that is necessary. The book is illustrated with real Blottentots named and described in clever jingles, and is bound in Blottentotted boards in Chinese silver.

Price: 50 cents. Refer to page 41.

Tidings of Comfort and Joy: From the hours of printing, when Gutenberg, awed by the possibilities of his great invention, turned over the leaves of that quaint Bible, which was the first work of his rude press, the worthiest function of the typographer's art has been the multiplication of books that comfort, cheer, inspire faith, hope and peace, and make strong the soul. What can one send to others better than messages that cheer and bless! :::::::::::::::

Obil, Keeper of Camels

Being the Parable of the Man

Whom the Disciples Saw Casting Out Devils

by Lucia Chase Bell

INSPIRED imagination is the key with which man unlocks all mysteries—even the mysteries of religion and of science. "How did it happen that this unknown man could work this tremendous miracle?" asks the seeker, pondering the story of the man of whom John said to Jesus, "Master, we saw one casting out devils in Thy name." Then, with the reverent imagination she reconstructs the tale of this unnamed marvel-worker, telling a strong, simple story so logically developed upon the basis of the Master's teachings, full of such deep faith and comforting assurance, that one must feel that she has found the truth. "Somewhere, somehow, the World-Brother had looked into his soul, seized him, owned him, filled him with His own power, pity and love. He had entered into the divine joy, the divine comradeship. He was working miracles of love because he must, not because he could." It is the story of a deeply wronged man, embittered by hatred, whose hatred turned to compassion for his enemy, and who through compassion and faith wrought greatly in the Master's name. Clearly printed in large type and rubricated, the book is issued in two bindings; the Palm Leaf Edition, in blue flexible Ancona, and the Hebron Edition, in light gray boards with gold stamped title.

Prices: Flexible Ancona, 50 cents net; by mail, 53 cents net.

Flexible boards, 75 cents net; by mail, 79 cents.

Refer to page 44.

Light Through the Valley

A Poem of Consolation by James Henry MacLafferty

MANY hearts will echo these brave lines with their apostrophe to Death and the prayer, "That I may trust as now, so then, the One whose Messenger Thou art." It is an unrhymed ode addressed to the light that shines through the valley of the shadow of death, gracefully balanced, phrased with the felicity of true art and voicing a hopeful conception of the destroying angel. For a frontispiece there is an excellent reproduction of Louis Ricardo Falero's "Toward a Better World," which so aptly illustrates the poem. The booklet is printed in Caxton Antique type in dark purple-black ink in combination with an elaborate mitered rule scheme in light purple. The paper is Mukuroka hand-made of such a beautiful surface as to give the effect of exquisite parchment. The binding is flexible Teshio, a Japanese cover.

Price: 50 cents net; by mail, 53 cents. Refer to page 43.

Good Things and Graces

Blithe Counsels Served in the Form of Alluring Recipes
by Isabel Goodhue

IN A delightful little book, what is best in life is mirrored in ethical recipes for Game Pie, Hash, Irish Stew, Lady Fingers, Johnny Cake, Brown Betty and the like, all printed with decorations in two colors. The ingredients of Brown Betty, for example, are: "Short dress, stout shoes, girl inside; health, laughter, courage inside of girl; rowing, riding, climbing, golf, tennis, generosity, purity, jollity; sun-kissed cheeks. All served with abundance of out-door air." And after each recipe is an appropriate poetic grace. The new Gingersnap Edition, in flexible cloth of gold binding, is enclosed in a uniform envelope.

Prices: 50 cents net; by mail, 54 cents.
Flexible suede, \$1.00 net; by mail, \$1.05. Refer to page 42.

Fear Not

Brave Words of Strong Souls
Compiled by Delia J. Desel

IN QUOTATIONS from the Bible and the works of many great-minded men, this little book presents convincing reasons why "fear" should be a forgotten word. It is printed on strong antique Japan paper with bold rubrications. The new Samson Edition, bound in a flexible brown Kaiser cover, is enclosed in a uniform envelope.

Price: 35 cents net; by mail, 39 cents. Refer to page 42.

Quatrains of Christ

A Rubaiyat of Christian Faith, by George Creel

IN A sequence of musical quatrains, the author re-echoes the glorious, simple faith of primitive Christianity, holding up again the Christ-ideal to the modern world. Beautifully printed, the new Galilee Edition in flexible, gold-stamped Kaiser cover is enclosed in a uniform envelope.

Price: 50 cents net; by mail, 54 cents. Refer to page 45.

Blessings

Foundations of Faith in Bible Mosaics
Arranged by Agness Greene Foster

EACH of the five chapters — Blessings, Promises, Commands, Admonitions and Answers — is a mosaic of Scripture verses, arranged to form a coherent essay illustrating vital truths of life. The book is printed in two colors on fine Normandy vellum with a frontispiece, reproducing Blashfield's "The Angels of the Chimes," each chapter also having its individual frontispiece, reproduced from a great painting, the series including "Plockhorst's "Christ Blessing Little Children," Hoffman's "Christ," etc.

Prices: Flexible Florentine, 75 cents net; by mail, 80 cents.
Fabriano boards and Shiki silk, \$1.25 net; by mail, \$1.33.
Refer to page 41.

Syllogisms

Reasons for Faith, Joy and Strength for Every Day
Compiled by Lee Washington

ON THE toned Cheltenham pages of this comforting book, under each date in the year, is set a text from the Bible supplying a thought for the day, and below it a quotation emphasizing or developing the scriptural thought. Thus it is a spiritual calendar. Nine full-page photogravure reproductions of works of great masters are the pictorial features.

Prices: Buckram, \$2.00 net; by mail, \$2.19.
Angora kid, \$4.00 net; by mail, \$4.19.
Refer to page 46.

The Philosophy of Hope

A Scholarly Counterblast Against Pessimism
by David Starr Jordan

ONE earnest critic says of this inspired expression of militant optimism, "I wish that the new plates of this little book might be worn out with repeated printings of editions to go into the hands of every young cynic and old pessimist in the land." There have been repeated printings.

Prices: Tokugawa boards, 75 cents net; by mail, 81 cents.
Flexible roan, \$1.75 net; by mail, \$1.81. Craftsman binding, \$4.50 net.
Refer to page 45.

The Works of Jesus

Christ's Healing Acts, followed by the Sermon on the Mount
Arranged by Edna S. Little

WHAT Jesus wrought is here set forth in a literal compilation from the New Testament, without comment. The Sermon on the Mount is appended as the authentic epitome of Christian doctrine. The frontispiece is the noble head of Christ from "The Last Supper," by Leonardo da Vinci.

Prices: Flexible Fabriano, 75 cents net; by mail, 80 cents.
Fabriano boards, \$1.25 net; by mail, \$1.33.
Refer to page 47.

Pleasant Pages

Books and Cards Worth Giving, from
the Presses of Paul Elder & Company

Bible Mosaics

Bible Essays, Arranged by Agness Greene Foster

THESE grouped Scriptural quotations are arranged in four booklets, entitled, Promises, Commands, Admonitions and Answers, each with a frontispiece and printed in two colors on doubled-leaved paper. Commands and Admonitions are bound both in flexible Strathmore and in flexible leather. Promises and Answers are bound only in flexible leather.

Prices: Each volume, flexible Strathmore, 50 cents net.

Flexible leather, \$1.25.

Refer to page 41.

The Blue Monday Book

Silver Linings for all Clouds.

Prepared by Jennie Day Haines

THIS little book of comfortable bits of prose and verse for every day in the year is a sure cure for the blues on the bluest Monday. It is tastefully printed in two colors on American vellum.

Prices: Flexible Fabriano, 50 cents net; by mail, 55 cents.

Craftsman leather, \$6.00 net

Refer to page 41.

Easy-Chair Studies: Well-conceived essays are designed not merely to express the writer's thoughts, but to express them in such a way as to arouse the reader's mind to active agreement or dissent. Through the essay the reader, alone in his library, may enjoy the pleasure and mental stimulation that is awakened by converse with a clear-witted, well-informed friend.

The Call of the City

A City Lover on the Delights of City Life

by Charles Mulford Robinson

TAKING up the cudgels for the disparaged town, Mr. Robinson, in a dozen winning essays, tells of the fascination which, since walls were first raised, has steadily been drawing mankind toward the crowded streets.

Who once has known the city's lures

May cast them off in vain;

Its clangor on his ear endures,

Its lights are in his brain.—Edwin L. Sabin.

Not only the charm of the city, but its advantages, mental and moral, are touched upon. The chapters treat of such subjects as: The City's Beauty, Its Human Interest, Its Fellowship, Its Comforts, The Charm of the Past, and When Phyllis Is In Town. The book is printed in exceptional taste on Exeter white wove paper, with a frontispiece in photogravure, and bound in nut-brown weathered boards.

Price: \$1.25 net; by mail, \$1.34.

Refer to page 41.

The Ministry of Beauty

Ethical Essays of Love and Service

by Stanton Davis Kirkham

ALWAYS clearly, always with simplicity and beauty of style, Mr. Kirkham writes on Beauty, Life, Religion, Philosophy, The World-Message, Work, Health, Happiness, and other great themes, with the breadth and joyous sanity that comes of knowledge of the hearts of men and of the unfenced world of mountain, plain, forest and sea. The book is beautifully printed on Cheltenham antique deckle-edge paper. The Starlight Edition is provided with a frontispiece designed by Harold Sichel and is attractively bound in a harmonious combination of buckram and weathered boards tastefully decorated.

Prices: Buckram, \$1.50 net; by mail, \$1.62.
Holiday boards, \$1.75 net; by mail, \$1.90. Craftsman leather, \$6.00 net.
Refer to pages 43 and 44.

Where Dwells the Soul Serene

Essays in Practical Idealism, by Stanton Davis Kirkham

IN THIS volume, printed and bound as a companion to the preceding, Mr. Kirkham discusses in his easy, intimate style, such topics as Elements of Freedom, The Idea of Religion, The Significance of Thought, Ethical Relations and Wealth and True Aims. The Hearthside Edition, like the Starlight Edition of the preceding, is embellished with frontispiece and specially bound and boxed as a presentation volume.

Prices: Buckram, \$1.50 net; by mail, \$1.63.
Holiday boards, \$1.75 net; by mail, \$1.90. Craftsman leather, \$6.00 net.
Refer to page 47.

The Philosophy of Ingersoll

Brilliant Flashes from a Dynamic Intellect

Compiled by Vere Goldthwaite

ORATOR, poet, composite man of genius that he was, Ingersoll's working philosophy may be summed up in his phrase, "There is only one way to be happy, and that is to make somebody else so." His best and kindest, his brightest and wittiest thoughts are in this attractive volume.

Price: Boards, buckram back, \$1.50 net; by mail, \$1.64.
Refer to page 45.

Mosaic Essays (Collected)

Noble Words on Lofty Themes

Compiled by Paul Elder

THESE utterances of great thinkers are arranged so as to form consecutive treatises on Friendship, Love, Happiness, Success and Nature. These five essays have been collected in a single volume, beautifully printed, with illuminated frontispiece and title page and rubricated text pages.

Prices: Full leather, \$3.00 net; by mail, \$3.08.
Craftsman leather, \$7.50 net.
Refer to page 44.

Pleasant Pages Books and Cards Worth Giving, from the Presses of Paul Elder & Company

Mosaic Essays (Booklets)

FOUR of these essays, Love, Happiness, Success and Nature, are issued in separate attractive booklets, and are bound either in flexible cover enclosed in uniform envelopes, or in flexible suede, boxed.

Prices: Flexible Sultan, each volume, 50 cents net; by mail, 53 cents.

Flexible suede, each volume, \$1.25 net; by mail, \$1.30.

Refer to page 44.

The Green Baize Table: As civilization advances, card games of pure chance, in which the excitement of gambling furnished the diversion, are more and more supplanted by games in which the interest centers in the contest of skill and intellectual force. Formerly it was the rude soldier, today it is the mental worker who finds the greatest diversion in the peaceful campaigns of the card table. ::::::::::

Small Talks on Auction Bridge

Clear Instruction in a Fascinating Game

by Virginia M. Meyer, author of

"Small Talks on Bridge," "Small Talks on Scat," etc.

FIRST detailing the laws and rules of the game, the author proceeds to give a series of "Ready Reference Hints," and then other terse instructions, negative and affirmative, under the headings "Don'ts" and "Always." The last few pages are left blank for the player's own "Auction Bridge Notes." As Mrs. Meyer states in her note, Auction Bridge, while not difficult, needs a sound foundation and the hints in this little manual are so concise and simply worded that they cannot fail to make the stepping-stones to the game easy. After these are passed much license may be used if done with good judgment. The pamphlet is rubricated throughout, the decorations being arrangements of aces in their proper colors. It is durably bound in flexible Tekoa.

Price: 50 cents net; by mail, 54 cents.

Refer to page 41.

Auction Bridge Score Pad

An Indispensable for the Card Table. Prepared by
Virginia M. Meyer

THIS convenient tablet has the same simplicity that gave value to the originator's "Virginia Bridge Cards" and "Virginia Score Cards." Each leaf is ruled for recording "Honors" and "Tricks" in a manner that is most convenient for the requirements of the game, which are essentially different from those of any other score. The rubricated covers display the laws of auction bridge in compact form.

Price: 25 cents. Refer to page 41.

Tasteful Tokens: Often when one wishes to send a kindly remembrance to a friend, a full-fledged book seems too weighty a gift for the occasion. Then some one of the Envelope Booklets or Calendars will be found exactly suitable, for they are all of a high literary standard. Their contents present a variety adapted to different ages, moods and needs. They are inexpensive, yet no one receiving them is likely to figure whether they cost much or little, for above all they are beautiful and delightful. ::::::::::::::

Envelope Booklets

Attractive Brochures on Divers Subjects
by Various Hands

EACH of these graceful booklets, bound in flexible covers, is enclosed in a decorated envelope uniform in material and treatment with the binding; thus they are in an especially convenient form for mailing. The booklets "Friendship," "To Friendship," and "Love and Friendship," are pleasant gifts for any friend. The booklet editions of the Mosaic Essays severally on "Love," "Happiness," "Success" and "Nature" have a wide application. Strong, sweet messages of faith, hope and cheer may be conveyed through the booklets of Bible Mosaics—"Promises," "Commands," "Admonitions" and "Answers,"—or through "Fear Not," "Good Things and Graces," or the musical "Quatrains of Christ." The good housewife is remembered in the 101 Epicurean Thrills Series, for "101 Salads," "101 Chafing-Dishes," "101 Mexican Dishes," and "101 Beverages," appear in separate envelope booklets, as also do "Spots: or 202 Cleansers." The witty lesson in the pamphlet "Patience and Her Garden," moreover, is applicable to housewives, clubwomen, gardeners and, in fact, all others. Nor are the children forgotten. For them there are the tender Christmas tales in the booklet edition of "The Potato Child and Others."

Envelope Calendars

Mottoes and Pictures Daintily Mounted
and Tied with Silk Cord

OR SHOULD the desire be to select a calendar to mark and cheer the passing day, several are provided from which to choose, each being provided with an attractive envelope, usually uniform with the mount. "Sunbeams," helpful lyrics, by Mrs. Foster, and "Strengtheners," mottoes of trust, will appeal to the thoughtful. The sportsman will unquestionably appreciate the color study "Ducks on the Wing," and the artist will respond to the photogravure of Heloise." "Pretty Good World" and "Sunshine Philosophy," good cheer mottoes, will satisfy almost any healthy person, and "A Guide for Living" is not as much of a sermon as its title suggests. Details concerning these may be found on pages 47 and 48.

The Merry Note: The late acceptance of an additional volume calculated to contribute to the Gaiety of the Nations necessitates a continuation of this group begun on page seven. ::::::::::::::::::::::::::::::

Army Goose Melodies

Merry Jingle Flings at Army Traits
by Florence Kellogg Krebs (an Army Woman)

Publication Date, November 15, 1910

THAT gay trilogy, Fun, Wit and Humor, should be converted into a quartette by the acceptance of Frivolity as a running mate, for the wisest of mankind have their frivolous moments, if for nothing else than as a safety valve from serious effort. "Army Goose Melodies" will prove an efficient tickler to even the most serious-minded, either within or without the dignified and worthy organization at which its rhymed sallies are directed. As for instance:

"Baa, baa, black sheep,
You must have some pull.
Yes, sir; yes, sir;
Washington is full
Of Generals and Senators
That of my near kin be,
If it were not for their kindness
Out of service I would be."

The volume consists of a goodly number of Army jingles parodying familiar Mother Goose Melodies, each one being amplified and illustrated by a clever, well-drawn design by Herbert Morton Stoops, gaily printed in red and black. "Tom, Tom, the Chaplain's son," "Sing a song of six pence, a Colonel full of rye," "The old K. O. was a jolly old beau," "Lieutenant Jack Horner," "Little Bo Bat," are merely a few of the catch lines, but they will serve to suggest the possibilities of these melodious interpretations, of which the following is a fair sample:

"Richard and Robert were two pretty aides,
Who sought bed at dawn with two aching heads;
At 11 a. m. Robert awoke from his bed,
'Oh, Richard, the General will be waiting,' he said.
'Shut up,' said Richard, 'Don't make such a fuss;
The General was fuller than either of us.'"

All of them however do not suggest the gay life and one at least may recall certain unhappy endurance tests:

"Ride a Q M horse the country across,
You will come home very much at a loss
To know how on earth your dinner you'll eat,
Since you're sure you would rather not sit in a seat."

Army Goose Melodies is generously illustrated and decorated and is printed in red and black on American drawing-paper. The binding is of heavy Army blue boards with a decorated label in red and white, obviously faithful to suggestion but with a reserve that secures an attractive, artistic result.

Price: 75 cents net; by mail, 80 cents.

London Bindings—Continued

Ministry of Beauty and Where Dwells the Soul Serene. By Stanton Davis Kirkham. Two volumes. Full polished calf, by Root, \$12.00; full paneled calf, by Root, \$16.00; full morocco, by Root, \$16.00; full crushed Levant, plain, by Root, \$20.00; full crushed Levant, by Root, \$24.00.

Mosaic Essays. Compiled by Paul Elder. Full calf, by Root, \$4.00; full mottled calf, by Root, \$4.50; full morocco, by Riviere, \$5.00; full crushed Levant, plain, by Riviere, \$6.00; full paneled calf, by Root, \$6.00; full alligator calf, by Root, \$6.00; full morocco, by Root, \$6.00; full crushed Levant, by Root, \$7.50.

Panel Classics. Specially imported pocket editions of twenty great works, each volume individually bound by Root or Riviere in a variety of styles as follows: Half calf, \$3.00; half morocco, \$3.50; full flexible calf or morocco, \$4.00; full polished calf or morocco, \$4.50; full polished Levant, \$5.00. 1. *Memoirs of Count Grammont* by Anthony Hamilton. 2. *Don Juan* by Byron. 3. *The Life of Beau Nash* by Goldsmith. 4. *Silas Marner* by George Eliot. 5. *Decisive Battles of the World* by Creasy. 6. *The Devil on Two Sticks* by Le Sage. 7. *Sheridan's Plays*. 8. *Oliver Twist* by Dickens. 9. *The Art of Love* by Ovid. 10. *Cranford* by Mrs. Gaskell. 11. *Tales from Decameron* by Bocaccio. 12. *Nelson's Letters to Lady Hamilton*. 13. *Sapho* by Daudet. 14. *The Confessions of Rousseau*. 15. *Wuthering Heights* by Bronte. 16. *Idylls of the King* by Tennyson. 17. *Salambo* by Flaubert. 18. *A Sentimental Journey*. 19. *The Black Tulip* by Dumas. 20. *The Maxims of Napoleon*.

The Philosophy of Hope. By David Starr Jordan. Full polished calf, by Root, \$4.50; full paneled calf, by Root, \$6.00; full morocco, by Root, \$6.00.

Philosophy of Ingersoll. By Vere Goldthwaite. Full polished calf, by Root, \$8.50; full morocco, by Root, \$11.00; full paneled calf, by Root, \$12.00.

Princess of Manoa. By Mrs. Frank R. Day. Full polished calf, by Root, \$9.00; full morocco, by Root, \$15.00.

Prosit. By The Spinners' Club. Full polished calf, by Root, \$5.00; full crushed Levant, plain, by Root, \$7.50; full crushed morocco, \$7.50; full crushed Levant, by Root, \$9.00.

Psychological Year Book. By Janet Young. Full calf, by Root, \$3.00.

Psychological Year Book. First and Second Series. Two volumes. Full calf, by Root, \$6.00.

Romance of the Commonplace. By Gelett Burgess. Full crushed Levant, extra, by McIntyre, \$25.00.

Rubaiyat of Omar Khayyam. (Fitzgerald.) Half calf, by Root, \$7.50; half crushed Levant, by Root, \$8.50; full crushed Levant, by Julihn, \$35.00.

Sunday Symphonies. By Jennie Day Haines. Full calf, by Riviere, \$3.00; full calf, by Root, \$3.00; full morocco, by Root, \$4.00.

Sonnets of Heredia. By Edward Robeson Taylor. Full calf, by Root, \$7.50.

Sovereign Woman Versus Mere Man. By Jennie Day Haines. Full calf, by Root, \$5.00.

Twins and Whys. By Susan F. Thompson. Full calf, by Root, \$3.00; full mottled calf, by Root, \$3.50.

Pleasant Pages

Books and Cards Worth Giving, from
the Presses of Paul Elder & Company

London Bindings—Continued

Where Dwells the Soul Serene. By Stanton Davis Kirkham. Full calf, by Riviere, \$6.00; full calf, by Root, \$6.00; full morocco, by Root, \$7.50; full paneled calf, by Root, \$8.00.

Ye Gardeyne Boke. By Jennie Day Haines. Full calf, by Riviere, \$6.00; full morocco, by Riviere, \$8.00; full calf, by Root, \$8.00; full morocco, by Root, \$10.00; full crushed Levant, by Root, \$15.00.

Yosemite Legends. By Bertha H. Smith and Florence Lundborg. Full crushed Levant, \$25.00.

A Pleasant Forecast: The passing of time, as rapid in bookland as in the outer world of strenuous affairs, does not permit of leisurely garnering the harvest before plans for future sowing are made and already the publishers have well developed suggestions for the work of next year. Several of these are sufficiently definite to permit the following announcement.

Flowers from Mediæval History

A Survey of the Wide General Artistic Development that
Grew Out of Cathedral Building in France
by Minnie D. Kellogg

Publication Date, February 1, 1911

THESE nine interpretative essays may be read with pleasure both by the prospective "uncommercial traveler" and the reader who may prefer to delve into the lore of this marvelous period from the home fireside. Either class will find them both enjoyable and an aid to a conception of the essential impulse of the builders of the middle ages. They show very plainly the truth of Pope's couplet:

Who builds a house to God and not to fame
Will never mark the marble with his name

Subjects mentioned in Baedeker have been considered reflectively rather than descriptively and although the author does not analyze the soil in which these flowers of history have sprung up, nor speak of the rank weeds growing by their sides, she has tried not to blight these blossoms with falsehood. Certainly one-half of the truth is as true as the other and it may be infinitely pleasanter. As far as they go the essays are based upon evidence and authority. The book is introduced by practical itineraries for cathedral trips in Normandy. Two of these are arranged for the traveler whose time is limited and one, more complete, for the motorist. The scope of the essays may be gleaned from their titles, which are: *Flowers of History from the Romantic Thirteenth Century*; *Mystics as Builders*; *The Golden Madonna of Rheims*; *The Little Old Abbe of Saint Denis and the Imagiers*; *The Mystic Cathedral of Chartres*; *Caen: An Eleventh Century Tableaux*; *The Grandniece of the Grand Inquisitor*; *Stray Leaves from Old, Old Books*; *The Romantic Twentieth Century: a Deduction*. These

Pleasant Pages Books and Cards Worth Giving, from the Presses of Paul Elder & Company

Flowers from Mediæval History — *Continued*

are further amplified by an introductory essay, an adequate index and an informing bibliography and are illustrated by thirty-two mounted prints reproducing a carefully selected series of unusual photographs. The making of the book will be similar to the recent edition of Mrs. Foster's volume of travel letters entitled "By the Way."

Price: Flexible linen, \$1.50 net; by mail, \$1.58.

Recipe for a Happy Life

An Ingenious Compilation Amplifying the
Celebrated Recipe of Margaret of Navarre Written in 1500
by Marie West King

Publication Date, March 1, 1911

TO BE happy is a duty frequently overlooked by mortals prone to sorrow and that happiness is one of the essentials of normal development is a fact ignored by many earnest students of the better life. This original compilation arranges the thoughts of the greatest minds on this vital topic in a manner that presents it from every angle and with a forcefulness that cannot fail to impress and afford hope to the despondent. The recipe of Margaret of Navarre is quoted in full as the text of the essay and each ingredient thereof is in turn quoted as the text of a subordinate group. "Three ounces are necessary, first of *patience*," is expounded by selections from authors such as Longfellow, Shakespeare, Bryant, Plato, Dunbar, John Brown, Emerson and other selected writers. "Then of *repose* and *peace*," is presented by thoughts of Bayard Taylor, T. B. Aldrich, Addison, Emerson, Lowell, Alice Cary, Scott, Dryden, Montaigne and Fenelon among others. And so it runs through "Conscience," "Pastimes," "Pleasant Memories," "True Pleasures," "Love's Magic Drops," and "Merri-ment," each in its rightful quantity and proportion, and at last "In your *Orisons* lift your voice to Him."

O God, whose thunder shakes the sky,
Whose eye this atom globe surveys,
To Thee my only rock I fly,
Thy mercy in thy justice praise

* * * * * — Thomas Chatterton.

The manufacturing details cannot be announced more than to say that the volume will be a moderate size and attractively done.

Price: Probably 75 cents net.

Feastday Dishes and Everyday Graces

Being a Second Series of Good Things and Graces
by Isabel Goodhue

Publication Date, March 1, 1911

THE announcement of a second series of "Good Things and Graces" cannot fail but be received with pleasure by the many persons who have enjoyed the first series. This was published in 1905, and as it was at once successful and has been repeatedly reprinted, the author cannot be taxed with too precipitately following up her success. This will contain a larger number of these delightful ethical recipes and graces than in the first volume, and will cover a wide range of enticing subjects, from—

Feastday Dishes and Everyday Graces—Continued

"Bread—the Kind Mother Used to Make," "Flap Jacks," "Pop-overs," "Bride's Cake," "Boston Pudding," "Gooseberry Pie," "Whipped Silly-bubs," and many others, to several Beverages, Confections and a group of Miscellaneous. Here is one of the last:

Pepper Ketchup

"A spunky temper, a witty tongue, a ready laugh, a forceful presence, all boiled down in self-control. This combination makes a stimulating condiment, and is often a wholesome one."

The Grace

"We are thankful that among the gifts of life there are spices as well as sweets."

"Feastday Dishes" also will be a moderate sized volume issued in an attractive style.

Price: Probably 75 cents net.

Tony's White Room

"Wot is Love?" The Lesson of the White Rose
by Winifred Rich

Publication Date, Fall, 1911

A STORY of tenement life, of the awakening and uplifting influence of pure, ennobling example and of sweet, unselfish, but wisely directed service. Miss Rich writes from a mature and personal knowledge of the conditions and limitations of the tenements, her work for a number of years having brought her into almost daily contact with one or another phase of the problem. The story in itself is charming, touching in its appeal but not morbid or depressing. The volume is to be illustrated with a series of about twelve prints in color reproducing models executed in bas-relief by Miss Elizabeth Ferrea.

Privately Printed: The announcement in "Blossoms of the Press," published last spring, of the department organized for designing and printing of books and other material for private circulation resulted in commissions of unusual interest. Several of these were for volumes in small quantities of from fifty to a few hundred copies and a few were for notable one copy editions. :::::::::::::::

An Address

To the Right Reverend William Ford Nichols
Doctor of Divinity, from His Clergy and Laity on the
Twentieth Anniversary of His Consecration
as Bishop of California, 1890-1910

A SUMPTUOUS folio volume printed on hand-made paper from the Arches Mills in France, first established in 1492. The title page, address and supplementary matter, half-titles and running head-lines were composed in Caxton black face, a faithful reproduction of the first type

An Address—*Continued*

used in English printing and today one of the most beautiful. The address was followed by the signatures of the clergy and laity in the diocese, making nearly five thousand autographs. These were grouped by a design of rubricated rules executed from hand-mitered brass rules developed consistently throughout the volume. The binding was of heavy Roman vellum with raised back-bands and turned fore-edge, absolutely undecorated except for a medallion of solid gold mounted on the front cover board. This of itself was extremely simple in design, giving the initials and seal of the Bishop and the dates in relief. The volume was enclosed in a hinged case of heavy purple Levant fastened by a hasp and tiny padlock of solid gold, with a gold key therefor, in the bow of which appeared the Bishop's monogram. This and the lettering on the medallion were designed in faithful reproduction of the Caxton type used in the presswork.

Testimonial

Presented to Mr. Henry Dernham
by the Employes of the Emporium on His Retirement
as President and General Manager

AS THIS volume was to include the photographs of over one hundred department managers and several views of the building and interior of the establishment, a brown Florentine hand-made paper from Italian mills was selected as combining satisfactory printing qualities with a suitable color and weight for the mounting of the prints. The signatures of the department managers and employes, over twelve hundred in number, were arranged in panels formed by hand-mitered rules printed in brown tint. The title page, address and other matter was composed in Caxton type. The volume was bound in heavy boards covered with parchment, the sides paneled, and in the front panel was a gold plate with an etched and engraved inscription and an etched view in silver of the exterior of the building. Enclosed in a hinged case of uniform parchment, tied with leather thongs.

Album

Presented to His Imperial Highness
Prince Tsai Hsun by the Downtown Association of
San Francisco, October, 1910

THIS volume consisted of a series of interesting photographs by Pillsbury of the Prince and his party, the Battle-ship Fleet in the harbor of San Francisco, Chinatown and the Chinese participation in the Portola parade, a single page of San Francisco in ruins, followed by a group picturing the magnificent rebuilding, and at the last two views of San Francisco crowds, one as audience to President Taft, the other in front of the Ferry Building. These were displayed on special-made rich toned mounts and bound in a sumptuous manner. The boards were of solid weathered oak with silver inscriptions in relief, designed and made by Shreve & Company. A leather back corded with Chinese yellow silk bound all together in a substantial and appropriate manner. The volume was enclosed in a hinged oak case.

Alphabetical List of Publications

Books neatly bound and cards in colors gay
Reviewed in alphabetical array.

Books and Booklets

- ANIMAL ANALOGUES.** Happy Contributions to Mirthful Zoology. By Robert Williams Wood. Denatured Edition: School-book boards, boxed, 50 cents net; by mail, 57 cents.
- AUCTION BRIDGE (SMALL TALKS ON).** Elucidating a Fascinating Game. By Virginia M. Meyer, author of "Small Talks on Bridge," "Small Talks on Skat," "Virginia Bridge Cards," "Virginia Score Cards." No-Trump Edition: Rubricated, bound in flexible Tekoa, 50 cents net; by mail, 54 cents.
- AUCTION BRIDGE SCORE PAD.** An Indispensable for the Card Table. By Virginia M. Meyer. Jack-of-Hearts Edition: Rubricated, 25 cents.
- AUTO GUEST BOOK (THE).** For Recording Motor-car Joys and Sorrows. By Ethel Watts-Mumford Grant and R. B. Glaenger. Motor Edition: Full linen, boxed, \$1.00 net; by mail, \$1.10.
- Spark Plug Edition: Full automobile leather, boxed, \$3.00 net; by mail, \$3.10.
- BETEL NUTS.** What "They Say" in Hindustan. Many-colored proverbs and jests of the Orient, interpreted and rhymed in English by Arthur Guiterman. Kama Deva Edition: Buff boards and red silk fibre, boxed, 75 cents net; by mail, 80 cents.
- BIBLE MOSAICS.** Basic Truths of Scripture, Arranged to Form Essays of Promise and Encouragement. By Agness Greene Foster. Students' Edition: Flexible Strathmore Japan in Strathmore envelope; each 50 cents.
- Commands. Frontispiece, "Christ in Gethsemane," after Hofmann.
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Pages from the Book of Father Time. Richly simple,—for while every leaf is beautifully illustrated in color, great care has been exercised to avoid that over-elaboration which gradually palls upon the eye. Both words and decorations have been chosen in view of the fact that the calendars we send to our friends should not be things of a day, but works of art and thought to be looked upon with pleasure through all the coming year and even treasured when that year is with the past.

- 1. SUNBEAMS.** A Calendar of Helpful Lyrics. By Agness Greene Foster. Designed by Harold Sichel. The six verses, "Just Think," "All," "No Fear," "Keep Me Simple," "His Hand," and "Can There Be Aught But Gladness" are lettered and designed with attractive decorative freedom and simplicity, and printed in color on hand-made Florentine stock. These are mounted on uniform leaves of a harmonizing brown tone, with date panels in gold and enclosed in uniform envelope. Size, 7¼ x 8½. 50 cents net; by mail, 54 cents.
- 2. HELOISE.** A Calendar in Photogravure, Reproducing the Beautiful Painting by Jenkins. This is printed with exquisite richness on French vellum plate and mounted on a leaf of delicate toned Hartgeheimte, upon which is affixed a small tablet calendar; enclosed in a uniform envelope stamped in gold. Size, 5½ x 12. 35 cents net; by mail, 38 cents.
- 3. IMPRESSIONS CALENDAR.** All doubts as to what calendar will make the richest gift will be dispelled at the first sight of the new Impressions Calendar—a weekly calendar composed of fifty-four beautiful mottoes, illustrated and illuminated in many colors. Although the fifty-four motto-cards reproduced on the leaves are each worth 10 cents, or \$5.40 in all, the calendar costs but 50 cents. The mottoes have been most carefully selected, and the calendar will furnish a varied literary and artistic treat throughout the year. On the cover leaf is the decorated card, "Life's Mirror," incorporated in a border design by Charles Frank Ingerson, of a water-lily in luminous blue, green and golden brown, followed by selections from Stevenson, Van Dyke and many other well-loved authors. The calendar is printed on Dutch drawing-paper, size 6¼ x 10 inches, tied with white cord and enclosed in a red holiday box. A well-proportioned, well-designed and well-executed calendar of unprecedented value and interest 50 cents net; by mail, 60 cents.

Pleasant Pages

Books and Cards Worth Giving, from
the Presses of Paul Elder & Company

CALENDARS—Continued

4. **PRETTY GOOD WORLD.** A Calendar of Cheer. Six mottoes from the "Good Cheer Leaflets," printed in colors on French vellum plate, are mounted on leaves of gray hand-made Florentine with border and date panels in gold. Enclosed in uniform envelope. Size, $7\frac{3}{4} \times 8\frac{5}{8}$ inches. 50 cents net; by mail, 54 cents.
5. **STRENGTHENERS.** A Calendar of Trust. Lyric calls to action and promises of peace, designed in color by Harold Sichel. Printed on heavy cards of antique cream board and enclosed in a rich red envelope. Size, $8\frac{3}{8} \times 9$ inches. 50 cents net; by mail, 55 cents.
6. **A GUIDE FOR LIVING.** A miniature motto calendar consisting of twelve bright cards of good counsel from Dickens, Lincoln, Lowell, Emerson and others. These are mounted on leaves of unusual rich mahogany red Japanese fibre paper, hand made, with the date panel in gold. Enclosed in brown envelope. Size, $4\frac{1}{4} \times 8\frac{1}{2}$ inches. 50 cents net; by mail, 53 cents.
9. **DUCKS ON THE WING.** A Calendar of Inspiration. Fuertes' marvelous color study of wild life and open sky, mounted upon a daintily tinted background of German Changeant stock, to which is attached a tablet calendar. Enclosed in uniform envelope. Size, $6\frac{1}{2} \times 11\frac{1}{4}$ inches. 35 cents net; by mail, 38 cents.
10. **SUNSHINE PHILOSOPHY.** A Calendar of Optimism. The remaining six Good Cheer Leaflets by Riley, Ella Wheeler Wilcox, Bangs, Browning and others, treated similarly to "Pretty Good World," but mounted on Florentine of a beautiful terra cotta color. Enclosed in uniform envelope. Size, $7\frac{3}{4} \times 8\frac{5}{8}$ inches. 50 cents net; by mail, 54 cents.

Greetings and Decorations

A thought to speak the giver's heart,
A motto wrought with graceful art.

On how many occasions when we wish to send a message of congratulation, greeting or good cheer, do we find ordinary pen and ink inadequate. Then it is that a tasteful leaflet, with well-chosen words and beautifully colored decorations, devised with the care that makes it a thing to be kept and treasured, proves a boon indeed. All the resources of color printing and fine paper making have been taxed to make these mottoes, wall cards, leaflets and favors more beautiful, more varied than ever. Added to this, the variety and individuality of hand work is present in a large assortment of cards and favors that have been illustrated or decorated in water-colors by skilled artists.

Birthday Cards

We merely come to say to you,
"A merry natal day to you."

MANY HAPPY RETURNS! Birthday cards are really a comparatively recent though long-needed development, yet here are many, the product both of the color press and of the artist's brush. Nothing could be much more appropriate or pleasing as a birthday greeting than one of the series of twelve Italian deckle-edge, hand-made cards in uniform envelopes, each displaying a hand painting of the flower of the month, or any one of the others mentioned below, with cheerful verse or kindly greeting. Each card or folder has a page reserved for the written personal greeting of the sender and is provided with a special hand-made envelope.

1. **To My Bonnie Friend.** "Hale be your heart, hale be your fiddle!" Burns. Scotch Thistle design in gold, hand colored. A four-page folder of gray Florentine, size $3 \times 5\frac{1}{8}$. 15 cents net.
2. **A Birthday Prophecy.** "Love is at sixty as at twenty." Agness Greene Foster. The horn of plenty, hand colored. A four-page folder of terra cotta Florentine, size $2\frac{1}{4} \times 5\frac{1}{8}$. 20 cents net.

Pleasant Pages Books and Cards Worth Giving, from the Presses of Paul Elder & Company

GREETINGS AND DECORATIONS—Continued

- 3a. A Merry Birthday. "I love a laugh." Nellie Blessing Eyster. Printed in gold. A four-page folder of cream Chameleon, size $2\frac{3}{4} \times 6\frac{1}{2}$. 10 cents net.
- 3b. The same, hand colored. 25 cents net.
- 4a. A Birthday Oracle. "The Master-Helmsman always near." Agness Greene Foster. A treasure ship designed by Harold Sichel. Printed in color and gold. A card of French vellum with fly-leaf, size $2\frac{1}{2} \times 5\frac{1}{4}$. 15 cents net.
- 4b. The same, hand colored. 25 cents net.
5. My Birthday Wish for You. "I'll ne'er go by your door." Four-leaf clover. Hand colored. A card of green-toned onyx with fly-leaf, size 5×3 . 15 cents net.
6. A Birthday Rosary. "Thine be every joy." Nellie Blessing Eyster. Doves and olive branches. Printed in gold and gray. Designed by Harold Sichel. A card of cream bristol with fly-leaf, size $5\frac{1}{2} \times 3\frac{3}{4}$. 15 cents net.
7. "A Happy Birthday." A series of twelve hand-colored cards, each having the symbol-flower for a month. In ordering please state which month is desired. Italian deckle-edge hand-made card in uniform envelope, size $3\frac{3}{4} \times 6$. 25 cents net.
- 7a. Snowdrop, January.
- 7b. Primrose, February.
- 7c. Violet, March.
- 7d. Daisy, April.
- 7e. Hawthorne, May.
- 7f. Honeysuckle, June.
- 7g. Water-lily, July.
- 7h. Poppy, August.
- 7i. Morning-glory, September.
- 7j. Hops, October.
- 7k. Chrysanthemum, November.
- 7l. Holly, December.
8. "Many Happy Returns of the Day." A greeting, deeply stamped in gold on a rich, magenta Italian hand-made folder, size $3\frac{3}{8} \times 4\frac{1}{8}$. 5 cents net.
9. "A Happy Birthday to You." "God Bless the Boys, Old and Young." For the youngsters. An appropriate design by Gordon Ross, hand colored. A four-page folder of toned Chameleon, size $2\frac{1}{2} \times 6\frac{1}{2}$. 25 cents net.
10. Book-Marker Birthday Greeting. To be slipped into the birthday gift book. Stamped deeply in gold on blue hand-made folder, size $2\frac{1}{4} \times 9\frac{1}{2}$. 5 cents net.

Cards for Occasions

The kindly thought, the timely word—
By these the heart is doubly stirred.

FOR SPECIAL OCCASIONS. How often one is at a loss to know just what message to send! But here are graceful cards of condolence—"The Chord of Sympathy" by W. J. Locke, and a prayer attributed to Gladstone,—full of meaning yet not so direct as to grate upon the feelings. Also, there are delicate messages of affection and farewell, and beautifully hand-colored cards,—on the one hand to announce baby's arrival, and on the other to congratulate the happy parents.

1. A Prayer for the Soul of One Beloved in Paradise. Consolation. Gladstone. A card of Japanese vellum, size $6\frac{3}{8} \times 9\frac{1}{8}$. 25 cents net.
2. The You I Love. "What is this 'you' I love so well?" Agness Greene Foster. A lily-of-the-valley design by Harold Sichel. In gold, hand-colored. A four-page folder of toned Chameleon, size $2\frac{3}{4} \times 6\frac{1}{2}$. 25 cents net.
3. Just Know. For Departure. "All are in God's loving care." Agness Greene Foster. A light-brown Florentine card with fly-leaf, in gold and colors, hand colored, size $5\frac{1}{2} \times 5\frac{3}{4}$. 15 cents net.
4. Love. "All things flag but only Love." Christina Rossetti. Gracefully designed by Harold Sichel. In gold, hand colored. A four-page folder of toned Chameleon, size $3 \times 7\frac{1}{4}$. 25 cents net.
5. Chord of Sympathy (The). "It is only the overtones of suffering." By W. J. Locke. Condolence. Design by Harold Sichel. Printed in gold and tints. A card with fly-leaf, of white Chameleon, size 4×5 . 15 cents net.

GREETINGS AND DECORATIONS—Continued

6. Announcement of Baby's Arrival. Design by Harold Sichel. Hand colored, with a miniature envelope for Baby's card. A card with fly-leaf of toned Chameleon, size 4 x 3½. 15 cents net.
7. Another Flowret. Congratulation on Baby's arrival. "Another flowret blooming in the sun." Design by Jean Oliver. Hand colored. A card with fly-leaf, of white Chameleon, size 5 x 3½. 25 cents net.

Christmas and New Year Cards

To make the holidays
The best of jolly days.

MERRY CHRISTMAS AND HAPPY NEW YEAR. Mirthful and serious, antique and modern, festive and fraught with the deeper meanings of the holidays,—here are cards and leaflets in the brightest colors to convey all manner of good wishes on Christmas and New Year's Day. Many of them are beautifully illustrated and decorated by hand. In a novel triplicate screen, Ebisu, the Japanese God of Good Luck, brings his seasonable blessing. There are cards for the youngsters as well as for the older folk, and among the most delightful innovations are correspondence sheets, cards and envelopes of the finest paper for the season's letters, delicately illuminated by hand. Many of the greetings have pages reserved for the personal inscriptions of the senders and each is enclosed in an attractive hand-made envelope.

5. "Joy of Christmas Tide Be With You." A folder of vegetable parchment designed in gold by Harold Sichel. Size, 3¼ x 5¼. 10 cents net.
6. Christmas Wish of Cheer. "A pocket full of money. * * * God bless the master of this house." Card of onyx bristol designed by F. Woolrich. Printed in gold and color. Size, 5 x 7. 10 cents net.
8. Christmas Peace and Love. "Peace—that passes all the rest." By Mary Vaughan. Card of antique cream bristol designed by Robert Wilson Hyde. Size, 5½ x 7. 10 cents net.
10. A New Year's Prophecy. "Love is at sixty as at twenty." By Agness Greene Foster. A folder of sepia antique bristol designed by Robert Wilson Hyde. Size, 3 x 9. 15 cents net.
13. A Christmas Song. "One who loves a little child hath Christmas all the year." By Florence Evelyn Pratt. On a hand-made card with a Madonna in color, by Gordon Ross. Size, 9½ x 13½. 15 cents net.
14. The Message of the Iris. "May all thy holidays be bowers." By Haskell Williams. On a hand-made card with a child's head in color by Gordon Ross. Size, 9½ x 13½. 15 cents net.
16. The True Greeting. "For 't was love that prompted the sending of this message, friend of mine." By Agness Greene Foster. A folder of white Chameleon designed with holly by Harold Sichel. Size, 4½ x 5½. 15 cents net.
17. When Yule Is Here. "Old ties are dear when Yule is here." Folder of vegetable parchment designed in gold by Harold Sichel. Size, 3 x 5¼. 10 cents net.
18. A Cynic's Christmas Feast. "'Tis concentrated indigestion!" By J. Ashby-Sterry. Humorous card on French vellum by Raymond Carter. Size, 4¼ x 7. 10 cents net.
19. A Joyous Christmas. "Ring the bells with gladness." By Cora H. Buell. A Chameleon folder designed by Harold Sichel. Size, 5½ x 7. 15 cents net.
20. "'Tis Christmas Is a Happy Time." A jolly design of flaming plum puddings by Raymond Carter on a French vellum card. Size, 5 x 7. 15 cents net.
21. "Joy and Plenty." Santa Claus and the Christmas tree designed by Raymond Carter on a card of French vellum. Size, 4½ x 5½. 15 cents net.
22. Blessings on the New Year. "Be thou most blest." By Cora H. Buell. Card of linen bristol designed by Raymond Carter. Size, 6 x 9½. 15 cents net.
23. At Christmase Tyde. "And Christmase bells a-ringing." By Willis Boyd Allen. Card designed by Harold Sichel on antique bristol. Size, 6½ x 9. 15 cents net.
24. Christmas and New Year's Greetings. Santa Claus and Father Time folder, designed by Harold Sichel. Size, 2½ x 3. 5 cents net.

GREETINGS AND DECORATIONS—Continued

27. The Autoist's Record-Breaking Christmas and "Rubber-Tired New Year." By Ethel Watts-Mumford Grant. Designed by Harold Sichel and mounted on Chinese red card. Size, $2 \times 4\frac{1}{4}$. 10 cents net.
29. "Christmas Greetings from Japan." Card, paneled on wood veneer, designed by Harold Sichel. Size, $3 \times 4\frac{1}{4}$. 10 cents net.
32. "All Good Things Be Yours." A brown Florentine folder designed by Frances Washington Delehanty. Size, $4\frac{1}{4} \times 5\frac{1}{2}$. 10 cents net.
33. "May Joy With You Abide." A chocolate Ancona folder designed by Robert Hudson. Size, $2\frac{1}{4} \times 6\frac{1}{2}$. 10 cents net.
34. The Carol at the Gate. New Year. "Here we come a-whistling." A brown Ancona folder designed by Frances Washington Delehanty. Size, $2\frac{1}{4} \times 6\frac{1}{2}$. 10 cents net.
35. Christmas, Good Old Day. "And back to love and kindness win us." By Edward Sanford Masten. Designed by Harold Sichel. A Chameleon card tipped to an Ancona mount. Size, $6\frac{1}{2} \times 7\frac{1}{2}$. 15 cents net.
36. The King's Birthday. "Every day is a King's birthday when Love is born." By Agness Greene Foster. Card of Imperial Japanese vellum designed by Harold Sichel in purple, gray and gold. Size, $5 \times 8\frac{1}{2}$. 15 cents net.
37. "May Joy With You Abide." Free-hand water-color decorations—holly, mistletoe, autumn leaves, poinsettia, on onyx cards. Size, $5\frac{1}{2} \times 3\frac{3}{8}$. 25 cents net.
38. "A Merry Christmas and a Glad New Year." Free-hand water-color decorations, similar to preceding. Size, $5\frac{3}{8} \times 4\frac{1}{4}$. 25 cents net.
39. "All Good Things Be Yours." Free-hand water-color decorations similar to No. 37. Size, $5\frac{1}{2} \times 4\frac{1}{4}$. 25 cents net.
40. Letters to Absent Friends. Correspondence paper for Christmas and New Year letters with a seasonable hand-colored decoration. Letter-folders of delicate-toned Changeat stock, eight pages, with uniform envelopes. Size, $6\frac{1}{4} \times 6\frac{5}{8}$. 15 cents net.
41. Notes to Distant Friends. Correspondence cards for Christmas notes. Seasonable decoration, hand-colored. Beautiful gray Italian hand-made deckle-edge card in uniform deckle-edge envelope. Size, $3\frac{3}{4} \times 5\frac{1}{2}$. 15 cents net.
42. Personal Greeting to Friends. A greeting card for personal messages of the season. Hand-illuminated decoration. Small card of French Japan in uniform envelope. Size, $2\frac{1}{2} \times 3\frac{3}{8}$. 10 cents net.
43. "What Blessings Can I Wish You, O My Friend?" A Christmas verse richly printed in bronze with hand-colored decorations, on a folder of deckle-edge brown Italian correspondence stock, in uniform deckle-edge envelope. Designed by Charles Frank Ingerson. Size, $6 \times 7\frac{3}{4}$. 25 cents net.
44. What Wishes Shall I Offer Thee This Christmas Morning? "Thy life should be all gladness." By Harvey Davis Loveland. Designed by Harold Sichel. A folder of delicate-toned antique deckle cover with hand-colored decorations. Size, $5\frac{1}{4} \times 8\frac{1}{2}$. 20 cents net.
- 45a. Your Gift to Me. By Agness Greene Foster. "God smiles at me through you." Card designed by Jean Oliver. A folder of porphyry with autumn leaf decorations in green and gold. Size, $5 \times 6\frac{1}{4}$. 10 cents net.
- 45b. The same. Hand-colored decorations. 20 cents net.
46. Christmas Bells. A print of the Angels of the Chimes by Blashfield, mounted in a four-page folder of Changeat, with a Christmas carol verse, "Love is born for you," by Agness Greene Foster. Hand colored. Size, $5\frac{1}{4} \times 8\frac{1}{2}$. 25 cents net.
47. "God Bless the Master of this House." Folder designed by Charles Frank Ingerson. Printed in gold and colors and hand colored. Size, $5\frac{1}{2} \times 8$. 20 cents net.
48. "A Merry Christmas to Us All, My Dears." By Charles Dickens. A folder of vegetable parchment printed in gold, red and black. Size, $5\frac{3}{8} \times 3$. 10 cents net.
49. Lo, Now Is Come the Joyful'st Feast! "Without the door let sorrow lie, * * * and evermore be merry." A Christmas four-page Florentine folder designed by Anna B. Craig. Hand colored. Size, $5\frac{1}{2} \times 8\frac{1}{2}$. 35 cents net.
50. Christmas Feast. A spiritual menu in a four-page folder of brown Florentine, designed by Jean Oliver. Hand colored. Size, $4\frac{1}{4} \times 7\frac{3}{4}$. 25 cents net.
51. The Full Stockin'. "I hope your stockin's filled so full." A child's humorous folder, of antique cream bristol, hand colored. Size, $4 \times 6\frac{1}{2}$. 15 cents net.
52. "Hurrah for Christmas!" Christmas tree and joyous boy. A child's humorous folder. Green onyx, hand colored. Size, $4\frac{1}{4} \times 5$. 15 cents net.

GREETINGS AND DECORATIONS—Continued

53. I Wish You a Merry Christmas and a Jolly New Year." A child's humorous folder. German deckle cover, hand colored. Size, 7 x 4½. 20 cents net.
54. "Happy New Year! and an Echo for Every Day in the Year." Stamped in gold on green 13th Century Folder. Size, 6½ x 3½. 10 cents net.
55. "Happy New Year! Hope Your Smile Will Reach Around the Whole Year." A child's humorous folder. Hand colored. Size 6 x 4. 15 cents net.
56. Christmas Greetings. A dainty folder, designed and lettered in gold. Size 2 x 3. 5 cents net.
57. Ebisu's Christmas Wish. A greeting from a Japanese god of good luck, with his portrait in a three-leaf screen. Size, 7 x 11. 25 cents net.
59. My Gift Is Love. "Give the Poor a Penny," a whimsical broadside. By Ruth W. Norton. On brown paper, decorated and colored by hand. Size, 8 x 18. 15 cents.

Easter Cards

In rainbow-tinted prose and rhyme
We voice the joy of Easter time.

CHRIST IS RISEN! Easter light and joy, Easter lilies, Easter greetings, yes, and Easter bunnies, ducklings and bonnets furnish many themes for cards and folders in colors and gold. One of the most attractive of the hand-colored cards shows a gay Easter rabbit presenting an actual tiny envelope in which the sender's card may be enclosed.

- 1a. 'A Joyous Easter Be Yours.' Stamped in gold and color on French vellum folder designed by Harold Sichel. Size, 6 x 3¼. 10 cents net.
- 1b. The Same. Hand colored. 15 cents net.
2. Easter Greetings. Panels of spring flowers—iris, daffodils, jonquils, lilies—free-hand water-color studies on folders of Chameleon. Size, 2¼ x 6¼. 25 cents net.
3. "He Is Risen." Similar to preceding. Size, 2¼ x 6¼. 25 cents net.
4. "I Am the Resurrection and the Life." The Bible text, richly rubricated on a vegetable parchment folder. 10 cents net.
5. Easter Joy. "Life eternal, joy supernal." By Nellie Blessing Eyster. A design of Easter lilies, hand colored. A four-page folder of cream Chameleon. Size, 2½ x 6¼. 20 cents net.
6. Easter Light. By Nellie Blessing Eyster. A design of leaded windows and callas, hand colored. A four-page folder of toned Chameleon. Size, 2½ x 5½. 25 cents net.
7. Easter Fulfilment. "The brook has found its voice again." An Easter verse lettered and designed by Harold Sichel in gold and color on a folder of French vellum. Size, 5½ x 5¼. 15 cents net.
8. Easter Blossoms. "Hints of the life eternal!" Whittier. A trillium design in gold and purple on a folder of French vellum. Size, 6½ x 5½. 10 cents net.
9. Easter Morning. "Angels, roll the rock away!" Poem, illustrated by Ender's picture in duotone print mounted in a folder of French Japan bristol and gold. Decoration hand colored. Size, 5½ x 8½. 25 cents net.
10. Easter Joy. A little lady and a spring hat with real feather. Hand-colored folder of cream Chameleon. Size 3¼ x 6½. 25 cents net.
11. Easter Greeting. The joyful duck. Hand colored, on onyx bristol card. Size, 2½ x 6½. 15 cents net.
12. Easter Greeting. The hiding rabbit. Hand colored. Mounted card. Size, 3½ x 5½. 15 cents net.
13. Easter Joy. The ducklings' promenade. Hand-colored folder of cream Chameleon. Size, 3½ x 5½. 20 cents net.
14. Easter Greeting. The peeping rabbit. Hand-colored double folder of brown duplex Chameleon. Size, 3½ x 5½. 20 cents net.
15. Easter Greeting. The messenger rabbit delivering a little envelope in which a greeting card may be enclosed. Hand colored. Size, 4½ x 5½. 20 cents net.
16. Easter Dawn. "May the glad dawn of Easter morn bring holy joy to thee." A folder of Japan shadow paper stamped in gold and gray, hand colored. Size, 3 x 6½. 20 cents net.
17. Easter Book-Mark Greeting. For the Easter gift book. Butterflies in gold and green on a tinted folder. Size, 2¼ x 6. 5 cents net.

GREETINGS AND DECORATIONS—Continued

Guest Room Verses

With kindly words we greet the guest,
And wish him peace and bid him rest.

1. "Sleep Sweet Within This Quiet Room." A poppy flower and leaf design on a delicate-toned antique folder by Jean Oliver. Hand colored. Size, $6\frac{3}{4} \times 8$. 25 cents net.
2. Rest in His Love. "He giveth unto his beloved in sleep." A design of mother and child by Charles Frank Ingerson. Hand colored. A toned Chameleon folder. Size, $6\frac{3}{4} \times 7\frac{1}{4}$. 25 cents net.

Leaflets and Mottoes

Bright messengers, we fly by every post
To speak the fitting word when needed most.

SOMETHING FOR EVERY ONE. Cards, leaflets and folders, presenting the sweetest rhymes of many poets, the wisest words of many strong writers, in all the glories of color and gold, are here in abundance and variety to supply the needed message in well-nigh every possible instance. The new series, "Sunbeams," simple, sweet verses by Agness Greene Foster, illuminated by Harold Sichel on gray Florentine Cellini folders, express a quiet, joyous certainty of faith that in a measure communicates itself to all who study them with sympathy. Besides, there are the popular and greatly varied Impression Leaflets, the shrewd and jovial Homely Maxims, the brief but golden Miniature Leaflets, the dainty, naive Children's Leaflets, the heartening Good Cheer Leaflets and Strengtheners, the delicate, ethereal Shadowings, together with clever Book-Markers, mirthful Doggerel Dodgers with post-cards to match, and wall cards and Hospitalities to gladden the walls of every home.

BOOK-MARKERS. Dear friends, our services engage; We will not let you skip one page. Imperial Japan deckle-edge folders, richly illustrated in colors. Size, $3 \times 8\frac{1}{2}$. 20 cents net.

1. "For a Jollie Goode Booke." Designed by F. M. Keane in red and gold.
2. My Book. "If thou art borrowed by a friend." Designed by Robert Wilson Hyde.
3. "Old Books to Read." Designed in photogravure by Gordon Ross.
4. "Go Little Book." Stevenson's delightful dedication. Designed by R. W. Hyde.
5. "A Little Health, a Little Wealth." Designed by R. W. Hyde.

CHILDREN'S LEAFLETS. Our fancies make the children's room A rainbow garden all in bloom. Pleasant rhymes that the little ones love. Illustrated in colors on French vellum folders, $5 \times 7\frac{1}{2}$ inches, enclosed in envelopes. 10 cents net.

Folders designed by Spencer Wright:

1. "Rose Dreamed She Was a Lily." M. E. In green and gold.
2. "Now I Lay Me Down to Sleep." Theodore D. Seward. Golden stars in a mid-night sky.
3. "He Prayeth Best Who Loveth Best." Coleridge. Morning tints and gold.
4. "Good Morrow, Little Rose-bush!" Joel Stacy. Rose red and gold.
5. "Hark! Says Morning-glory." Gray-blue and gold.
6. "Sleep, Baby, Sleep. Thy Father's Watching the Sheep." Dark brown and gold.

Folders in delightfully humorous designs in varied colors and gold, by Raymond Carter:

7. The Duties of Life. "God made a little man." Old Rhyme
8. Time to Rise. "A birdie with a yellow bill." Stevenson.
9. A Grace for a Child. "Here a little child I stand." Herrick.
10. It. "A wee little worm in a hickory-nut." James Whitcomb Riley.
11. Lullaby. "Silver sails all out of the West." Tennyson.
12. Child Verse. "Rainy, rattle-stones." Old Scotch Rhyme.

DOGGEREL DODGERS. Kitten, puppy, bear and bunny, Bulldog, lynx and seal—how funny! Designed in quadri-color on heavy brown vellum cards by Albertine Randall Wheelan. Size, $9\frac{1}{2} \times 11$. Each 25 cents net.

1. For It's Always Fair Weather. Two gay dogs and a chubby pup.
2. Buns and Rolls. Gymnastics of roller-skating bunnies.

Pleasant Pages Books and Cards Worth Giving, from the Presses of Paul Elder & Company

GREETINGS AND DECORATIONS—*Continued*

3. Teddy Bear's Seal of Love. The "Seal" is the sort that sealskin grows on.
 4. On the Lynx. The golfing fox makes a fine drive.
 5. The Kitten Debutante. Preparing to make a good catch.
 6. So Near and Yet Chauffeur! Motoring Kitten and discomfited bulldog.
- GOOD CHEER LEAFLETS.** Here's a sunbeam, here's a smile, Here's a song to cheer a mile. Visions of the brighter side of life. Illuminated in delicate harmonies of color by Harold Sichel, on French vellum cards, $4\frac{1}{4} \times 5\frac{1}{2}$. Enclosed in envelopes. Each, 10 cents net.
1. All's Blue. "I find earth not gray but rosy." Robert Browning.
 2. "A World Worth Living In." Ella Wheeler Wilcox.
 3. The Brighter Side. "The inner side of every cloud."
 4. A Little Word, a Little Song. "God help me speak the little word."
 5. Sunshine Philosophy. "A-makin' the sunshine everywhere." James Whitcomb Riley.
 6. Joy. "The word for me is Joy." John Kendrick Bangs.
 7. Just Be Glad. "Let us fold away our fears." James Whitcomb Riley.
 8. Jog On. "A merry heart goes all the day." Shakespeare.
 9. A Laugh at Time. "Old Time his rusty scythe may whet." Oliver Wendell Holmes.
 10. Pretty Good World. "Pretty good world, good people!" Frank L. Stanton.
 11. Look for Gladness. "If you bring a smiling visage to the glass, you meet a smile." Alice Cary.
 12. Be Blythe. "So to be blythe is surely best." William Dunbar.
- GOOD THINGS AND GRACES.** Golden lessons, happy wishes Served as laughter-flavored dishes. Ethical recipes by Isabel Goodhue. Flights of swallows crossing cheerful pages elaborately designed in many colors by Gordon Ross. Size, $6\frac{1}{4} \times 10\frac{1}{4}$. Enclosed in envelopes, each 15 cents net.
1. Game Pie. An open-air dish served in a bowl of blue sky.
 2. Irish Stew. A compound of good sense and blarney.
 3. Brown Betty. Wholesome girlhood flavored with sunshine.
 4. Johnny Cake. Small boy with fun sauce.
 5. Ginger-Snaps. A recipe for joyous endeavor.
 6. Mayonnaise for Blue Monday Salad A good work-day dressing.
- HOMELY MAXIMS.** Witty, homely common sense, Terse and shrewd, without pretense. Chips of home-made philosophy, with designs of quaint humor by Raymond Carter, on cards $3\frac{3}{4} \times 7$ inches. Enclosed in envelopes. Each 10 cents net.
1. Don't Git Sorry fer Yerself. "Lots of others to be sorry for." Mrs. Wiggs (Alice Hegan Rice.)
 2. Contrariness. "As a rule a man's a fool."
 3. Concerning the Foolishness of Fowls. "But when you hear from a hen, she's laid an egg." Lormier.
 4. Happiness versus Trouble. "Minnit a man stops lookin' fer trouble, happiness'll look fer him." Irving Bachelor.
 5. Avoid Suspicion. "Don't tie your shoe in a melon-patch." Hindu Maxim.
 6. For All of Us. "So much good in the worst of us."
 7. The Game of Life. "Hit the line hard!" Roosevelt.
 8. The Eleventh Commandment. "Minding his own business." Andrew Jackson.
 9. Snaix. "That hole belongs to that snaix." Josh Billings.
 10. The Other Feller. Let him "make a dollar once'n a while." David Harum.
 11. It's Up to You. "If you want to be cheerful." Mrs. Wiggs.
 12. Having Fun. "There ain't no pocket in a shroud." David Harum.
- HOSPITALITIES.** Come in! Forget all spite,—Feast thankfully. Good night. Brightly illustrated cards of Japan vellum. Lettered and decorated with medieval and old-time designs in many colors by Robert Wilson Hyde. Enclosed in envelopes. Size, $8\frac{1}{2} \times 14\frac{1}{2}$. Each 35 cents net.
1. Old Welch Door Verse, "Hail, Guest!" A beautiful wall card of welcome.
 2. "Sleep Sweet Within This Quiet Room." For the guest chamber.
 3. "Bring Here No Tattle In." A delightful old-fashioned picture.
 4. "Some Hae Meat." The Selkirk Grace. By Robert Burns. For the dining-room.
 5. "House Blessing, "Hail to the Roof Tree! May, the Sun Strengthen It." By Isabel Finlay.

GREETINGS AND DECORATIONS—Continued

IMPRESSION LEAFLETS. Clear strains from many a golden tongue, To keep the spirit brave and young. Tender, strong and beautiful words to fit every need, illuminated in gold and many colors upon folders of French Japan. Size, 5x7½. Enclosed in envelopes, each, 10 cents net.

Designed by Spencer Wright:

1. "To Be Honest, To Be Kind." R. L. S.
2. My Symphony. "To be worthy, not respectable." W. H. Channing.
3. The Value of a Simply Good Life. "To keep one's spirit always sweet." Edward Howard Griggs.
4. The Value of a Friend. "And no man is useless while he has a friend." R. L. S.
5. On Easy Lives. "O do not pray for easy lives! Pray to be stronger men!" Phillips Brooks.
6. Requiem. "Under the wide and starry sky." Robert Louis Stevenson.
7. "I Am the Captain of My Soul." W. E. Henley.
8. "The Night Has a Thousand Eyes." Bourdillon.
9. Happy Thought. "The world is so full of a number of things." R. L. S.
10. "Today Is Your Day and Mine." David Starr Jordan.
11. A Heaven on Earth. "Love the lovely." Morris.
12. A Prayer. "Purge out of every heart the lurking grudge." Robert Louis Stevenson.
13. My Creed. "I trust in the living God." John Ruskin.
14. Morality. "My duty to my neighbor." Robert Louis Stevenson.
15. Happiness. "Self is the smallest part of us." George W. Cable.
16. "Then Welcome Each Rebuff." Robert Browning.
17. Inspiration. "Follow the Gleam!" Tennyson.
18. Peace. "Tis not in seeking." Edward Rowland Sill.
19. Climb the Mountains. "Nature's peace will flow into you as sunshine flows into trees." Muir.
20. The Truth That Is Real. "Only that becomes real or helpful to any man which has cost the sweat of his brow." Jordan.
22. Life. "Make this forenoon sublime, this afternoon a psalm, this night a prayer." Edward Rowland Sill.
23. A Prayer for the Day's Help. "Help us to play the man." R. L. S.
24. Happiness. "The best things are nearest."
25. "O for a Booke and a Shadie Nooke." Ayebury.
26. "The Year's at the Spring." Browning.
27. "A Garden Is a Lovesome Thing, God Wot!" Thomas Edward Browne.
28. "Then Away with Longing, and Ho! for Labor!"
29. Footpath to Peace. "Fear nothing except cowardice." Van Dyke.

Designed by Harold Sichel:

30. The word. "The word for me is joy." John Kendrick Bangs.
31. "And I, Too, Sing the Song of All Creation."
32. Life's Mirror. "Give to the world the best you have, and the best will come back to you." Madeline S. Bridges.
33. Thanksgiving. "Dear Lord, I thank Thee for my friend." Juliet Thompson.
34. The World's Need. "So many gods, so many creeds." Ella Wheeler Wilcox.
35. Desiderata. "Four things a man must learn to do." Henry Van Dyke.
36. The Road to Laughtertown. "Go learn from a little child each day." Katherine D. Blake.
37. Life's Purpose. "Baffled, get up and begin again." Robert Browning.
38. "The Heart That Dares." Sweeney.
39. A Prayer. "Courage to face the road." Henry Van Dyke.
40. Be strong. "Shun not the struggle." Babcock.
41. Sleep to Wake. "One who never turned his back." Robert Browning.
42. Love's Magic. "Love took up the glass of Time." Tennyson.
43. Sweetness with Strength. "Gentleness and cheerfulness, these come before all morality." R. L. S.
44. Will Is Fate. "And fate is fate through man's free will." Edward Rowland Sill.
45. The Soul's Victory. "This is alone Life, Joy, Empire, Victory." Shelley.
46. The Life Beautiful. "To be strong in pain." Emperor William II of Germany.
47. Heroic Hearts. "Though much is taken, much remains." Tennyson.
48. Much in Little. "A little bin best fits a little bread." Robert Herrick.

Pleasant Pages Books and Cards Worth Giving, from the Presses of Paul Elder & Company

GREETINGS AND DECORATIONS—Continued

49. For Grace. "Have mercy on each in his deficiency." Robert Louis Stevenson.
50. The Prayer Perfect. "Look on all I love tenderly today!" Riley.
51. A Man's Life. "Live pure, speak true, right wrong, follow the King." Tennyson.
52. A Mile with Me. "Oh, who will walk a mile with me along life's merry way?" Henry Van Dyke.
53. Just One Friend. "If we have but one to whom we can speak out of our heart." R. L. S.
54. The Rainbow. "My heart leaps up when I behold a rainbow in the sky." Wordsworth.

MINIATURE LEAFLETS. Where noble words in color glow Like jewels cut in cameo. Compact messages, brave and wise, are imprinted in large lettering with embellishments in color and gold on strong cardboard folders, just the size to slip into a letter, 3x5 inches. Designed by Harold Sichel. Enclosed in envelopes. Each 10 cents net.

1. Do Not Worry. "Eat three square meals a day; say your prayers." Abraham Lincoln.
2. Rest. "Rest is the fitting of life to its sphere." Goethe.
3. The Savor of Past Mercies. "Like the voice of a bird singing in the rain, let grateful memory survive in the hour of darkness." R. L. S.
4. Individual Responsibility. "No one can acquire for another." Walt Whitman.
5. "Thankful Bee for Blessings Today." Adolphus Gosse.
6. Things That Make Men Happy. John Ruskin.
7. The Optimist's Creed. Dickens.
8. Life Is But Once. "Drink the cup, wear the roses." Mary Johnston.
9. The Man Worth While. "The one who will smile when everything goes dead wrong." Ella Wheeler Wilcox.
10. "Never Strike Sail to a Fear." Ralph Waldo Emerson.
11. Feed Thy Soul. "Buy hyacinths to feed thy soul." James Terry White.
12. A Brief Prayer. "To find my place and keep it." Wallace.
13. Greatly Begin. "Not failure, but low aim is crime." James Russel Lowell.
14. The Simplest Creed. "Be good, sweet maid, and let who will be clever." Kingsley.
15. Mend Your Scales. "A trouble is what you make it." Edmund Vance Cooke.
16. Air Castles. "Now put foundations under them." Henry D. Thoreau.
17. Working Rules. "Have more than thou showest." King Lear.
18. Search Thyself. "Dress and undress thy soul." George Herbert.

MISCELLANEOUS. And here be works of brush and pen, To phrase a wish, to dress a den, To counsel doubt, to bring a ray Of joy to loved ones far away. Screens, wall cards, mottoes,—to make the cosy corner brighter, grace the home and gladden the hearth. "Through This Wide Opening Gate" is an exceptional example of elaborate color printing worthy of place as a hall welcome to greet the coming guest. "Money and a Friend," "Woman's Rights" and "Ebisu, the Luck God" will add zest to the "den." And the beautiful "Morning Hymn," and "Evening Hymn," "Mother Love" and other cards appeal to the heart and will wear well at the reading desk or wherever they may be seen most often.

Through This Wide Opening Gate. A mounted screen in the richest colors, showing a bevy of gaily clad guests received at the gate of a medieval castle. Designed by Robert Wilson Hyde. Size, open, 11 x 30 inches. Enclosed in envelope, \$1.00 net.

Money and a Friend. An ancient rhyme for borrowers and lenders, illustrated by Spencer Wright upon a leaf, 7½ x 12¼ inches. Enclosed in envelope, 25 cents net.

A Collect for Club Women. "Keep us, O God, from pettiness." Mary Stuart. Embellished by Will Jenkins on a card 7¼ x 9 inches. Enclosed in envelope, 15 cents net.

Woman's Rights. "What does a woman want in rights whin she has priv'leges?" By Mr. Dooley. Illustrated by Raymond Carter on a card 8 x 5 inches. Enclosed in envelope, 15 cents net.

Tain't No Use to Grumble. "When God sorts out the weather and sends rain, why, rain's my choice." By James Whitcomb Riley. Printed on a white panel with designs by Harold Sichel, and mounted on a brown Ancona sheet, 6½ x 7½ inches. Enclosed in envelope, 10 cents net.

Ebisu. The God of Good Luck. His greetings, phrased by W. O. McGeehan, with his photographs on a three-leaf screen, 7 x 11 inches closed. Enclosed in envelope, 25 cents net.

Pleasant Pages Books and Cards Worth Giving, from the Presses of Paul Elder & Company

GREETINGS AND DECORATIONS—Continued

The Weaving of Life's Fabric. "Wouldst thou have the fabric of thy life wrought in rare and beauteous design?" By Agness Greene Foster. Illuminated by Will Jenkins and mounted on red Shimizugoe paper, $13\frac{1}{2} \times 9\frac{3}{4}$ inches. Enclosed in envelope, 35 cents net.

Morning Hymn and Evening Hymn. Two songs of perfect faith, by Violet M. Firth, with designs by Raymond Carter, on facing pages of a folder, $6\frac{1}{2} \times 9\frac{3}{4}$ inches. Enclosed in envelope, 25 cents net.

Morning Hymn. "The love that kept me through the passing night." By Violet M. Firth. Designed by Harold Sichel on a card, 5×9 inches. Enclosed in envelope, 10 cents net.

Evening Hymn. "I sink to sleep by thoughts of Heaven blest." By Violet M. Firth. Designed by Harold Sichel on a card, 5×9 inches. Enclosed in envelope, 10 cents net.

Mother Love. Toulmouche's graceful picture of mother and child. In two tones upon Imperial Japan vellum, $9\frac{1}{4} \times 11$ inches. Enclosed in envelope, 25 cents net.

Beauty, the Light That Lighteth Every Man. "Beauty is not to be left solely to poets." By Stanton Davis Kirkham. Designed by Harold Sichel on a card $5\frac{1}{2} \times 8\frac{1}{2}$ inches. Enclosed in envelope, 10 cents net.

The Kingdom of Heaven Is Within. "Never to be seen through another's vision." By Stanton Davis Kirkham. Designed by Harold Sichel on a card, $5\frac{1}{2} \times 8\frac{1}{2}$ inches. Enclosed in envelope, 10 cents net.

POST-CARDS. Doggerel Dodger. Bits of fun to send in jest—Puppies, Bunnies and the rest. By Albertine Randall Wheelan. Miniature reproductions in quadri-color of the Doggerel Dodgers, on cards $3\frac{1}{2} \times 5\frac{1}{2}$. Set of six cards enclosed in envelope, 15 cents net.

For It's Always Fair Weather.

Buns and Rolls.

Teddy Bear's Seal of Love.

On the Lynx.

The Kitten Debutante.

So Near—and Yet Chauffeur!

SHADOWINGS. Silver notes revealing Mellow depths of feeling. Sweet, brief lyrics, lettered by Harold Sichel on shadow-paper, mounted on sheets of brown and gray wood veneer, $3 \times 8\frac{1}{2}$ inches. Enclosed in envelopes, each 10 cents net.

1. Evolution. "Out of the cloud a silence, then, a lark." By John B. Tabb.
2. Friends. "Such friends to laugh regrets away." By Herman Charles Merivale.
3. Morn. "Pray, Sweet, for me." By Emily Henrietta Hickey.
4. Love Stays. "Time flies, Love stays." Sun-dial verse by Angela Gordon.
5. Afterwards—Day! "Here a star, and there a star, some lose their way." By Emily Dickinson.
6. Light Your Fire. "Life was made for love and cheer." Henry Van Dyke.

STRENGTHENERS. Pure draughts to make the soul more strong, To work for Right, to conquer Wrong. Designed by Harold Sichel in bold colors on cards, $3 \times 8\frac{1}{2}$ inches. Enclosed in envelopes, each 10 cents net.

1. An Individual Strengtheners. "All that belongs to God belongs to thee." B.
2. So Live Today. "Love for man and faith in God." Osgood Elliott.
3. Divine Peace. "Enfolded in Thy Love divine." Alice A. Russell.
4. Live Thy Creed. "Hold up to earth the torch divine." Horatius Bonar.
5. A Little Fence of Trust. "Build a little fence of trust around today." Mrs. Butts.
6. True Living. "Think truly, and thy thoughts shall the world's famine feed." Horatius Bonar.

SUNBEAMS. Gentle words of faith and peace Tell of love without surcease. Verses by Agness Greene Foster. Illuminated with colored designs by Harold Sichel upon gray Florentine Cellini folders, $5\frac{1}{2} \times 5\frac{1}{4}$ inches. Enclosed in envelopes, each 10 cents net.

1. No Fear. "Oh, help me keep Thine image clear!"
2. His Hand. "Hold fast to His hand."
3. Just Think. "No time to read? No time to pray?"
4. All. "The strength of the strong is love."
5. Keep Me Simple. "Make me of use to Thee."
6. Can There Be Aught But Gladness. "Where God is All and in His All?"

GREETINGS AND DECORATIONS—Continued

New Year Cards

Merry words of cheer
To usher in the year.

See Christmas and New Year Cards. Numbers 10, 22, 24, 34, 54 and 55.

Place Cards, Favors, Tallies, Toasts

The guest at entertainments we enable
To find a partner or a place at table.

HELPS TO HOST AND HOSTESS. Place cards for dinners, toast cards for banquets, favors for choosing partners and "mixing" guests, tallies for card parties and other gamesome gatherings—all these are matters for weighty consideration. The "Funny Favors" from "How to Tell the Birds from the Flowers" serve a noble purpose in teaching you "How to Tell Your Partner from the Other Fellow's." As for place cards, there is a delightful series, hand colored in a variety of designs suited to many feasts, from a banquet of farewell to a distinguished guest to a children's entertainment. Besides, a series of finely painted poster toast-cards will be found a great assistance to the toastmaster and a great adornment to the table.

FUNNY FAVORS.—A. How to Tell Your Partners. Paired pictures from "Birds and Flowers" are provided in sets for the purpose of "mixing" guests and assigning partners at card parties, dances, dinners and other functions. Thus, the holder of the "Parrot" will look for a partner who has received the "Carrot." Also used as tally-cards. Sixteen subjects, or pairs, supply tally-cards for thirty-two guests without duplicates. Per dozen pairs, 60 cents net.

Funny Favors—B. The same. Hand colored. Per dozen pairs, \$1.20 net.

PLACE CARDS. Our pleasant function is, again we state, To point a partner or adorn a plate. These are of various designs, suited to dinners celebrating different occasions. They are delicately colored by hand on folders of a variety of materials, all sufficiently firm to stand upright by each plate.

1. Branch of Fruit Blossoms and Birds. Size, $2 \times 4\frac{1}{4}$ inches. \$1.25 net a dozen.
2. Butterflies and Spring Blossoms. Size, $2\frac{1}{2} \times 4\frac{1}{4}$ inches. \$1.25 net a dozen.
3. Grapes and Vine. Size, $1\frac{1}{2} \times 5$ inches. \$1.50 net a dozen.
4. The Summer Girl. Size, $2\frac{1}{2} \times 6\frac{1}{2}$ inches upright. \$1.50 net a dozen.
5. The Hoop-Skirt Girl, A Dainty Maid. Size, 3×5 inches upright. \$1.50 net a dozen.
6. Ye Herald. Announcement of engagement; for dinners to betrothed pairs. A scroll, size $4\frac{1}{2}$ inches wide. \$2.00 net a dozen.
7. Roses. Size, 3×5 inches upright. \$1.00 net a dozen.
8. Ship in Full Sail. For a farewell dinner before the departure of the host or the honored guest. Size, 3×5 inches upright. \$1.25 net a dozen.
9. Chrysanthemums. Size, 3×5 inches. \$1.25 net a dozen.
10. The Ship of Good Hope. For a farewell dinner. Size, $2\frac{1}{2} \times 6\frac{1}{4}$ inches upright. \$1.25 net a dozen.
11. Violets. Size, $2\frac{1}{2} \times 3$ inches. \$1.00 net a dozen.
12. St. Patrick. Size, $2\frac{1}{2} \times 6\frac{1}{2}$ inches upright. \$1.25 net a dozen.
13. The Youngster in the Lily Pond. For children's entertainments. Size, $2\frac{1}{2} \times 6\frac{1}{2}$ inches upright. \$1.50 net a dozen.
14. Child and Butterflies. For children's entertainments. Size, $2\frac{1}{4} \times 5$ inches. \$1.25 net a dozen.
15. Carnations. Size, $2\frac{1}{2} \times 4\frac{1}{2}$ inches upright. \$1.25 net a dozen.
16. Flower Basket with Envelope and Card. Announcement of engagement for dinners to betrothed pairs. Size, $2\frac{3}{4} \times 3\frac{3}{4}$ inches. \$1.50 net a dozen.
17. Folded Heart with Wax Seal and Gold Cord. Announcement of engagement for dinners to betrothed pairs. Size, 3×5 inches triangle. \$2.00 net a dozen.
18. Mistletoe. For Christmas banquets. Size, $1\frac{1}{2} \times 5\frac{1}{4}$ inches. \$1.00 net a dozen.
19. The Harvest Panel. For Thanksgiving feasts. Size, $1\frac{1}{2} \times 5\frac{1}{4}$ inches upright. \$1.00 net a dozen.

GREETINGS AND DECORATIONS—Continued

20. Autumn Leaves. For Thanksgiving feasts. Size, $2\frac{1}{4} \times 5$ inches. \$1.25 net a dozen.
21. Poinsettia. Size, $2\frac{1}{4} \times 5$ inches. \$1.25 net a dozen.
22. Holly. For holiday banquets. Size, 2×4 inches. \$1.25 net per dozen.

TOASTS. Our mission is to help the kindly host Correctly to assign each rousing toast. These Toast Cards, twelve in number, provide a series of appropriate toasts. They may also be used as a set of peculiarly rich and effective place cards. There are three convivial designs in poster treatment, tipped upon a rich green or red mount upon which the words of the toast are printed. Per dozen, \$2.40 net.

1. "A glass is good, a lass is good." John O'Keefe.
2. "Here's to God's second thought, 'Woman'! Second thoughts are always best."
3. "Turkey when you are hungry, champagne when you are dry."
4. "A friend sincere and true."
5. "Drink to me only with thine eyes." Ben Jonson.
6. "Give me the glass that felt her lippe." Peter Pindar.
7. "May each be at his own house when Fortune makes her call." Alonzo Rice.
8. "Fill your glass to Anything, and, thank the Lord, I'll drink it!" Wallace Irwin.
9. "Let's be gay while we may."
10. "Here's to the hostess who has worried all day." Francis Wilson.
11. "A pretzel und a stein o' peer." After Omar.
12. "Laugh at all things, great and small things." Byron.

St. Patrick's Day

Who would not celebrate the day
Of him that drove the snakes away!

1. St. Patrick. "May the saints kape us shtiddy!" Design by Gordon Ross, hand colored on a folder, $2\frac{1}{2} \times 6\frac{1}{2}$. 25 cents net.
2. Irish Stew. From Good Things and Graces folders. 15 cents net.

Valentines

If you love me as I love you
You'll send me one—or maybe two.

"HERE'S MY HEART!" Valentines are no longer merely affairs of doves, forget-me-not, pierced hearts, cupids and lace-paper. Modern taste demands more original and delicate expressions of devotion. Accordingly, here are Valentines, most correct in sentiment and coloring, among them many colored by hand. Some of them are humorous—not comic; all are pleasing and not one can offend.

1. The Protected Heart. "If one should give me a heart to keep." Cupids, hearts and keys, hand colored on a card, $3 \times 7\frac{1}{4}$. 25 cents net.
2. A Valentine Triolet. "One loving word but send to me." Swallows, hand colored on a four-page onyx folder, 3×8 . 25 cents net.
3. My Valentine. "More peril in thine eyes than twenty swords." An old-fashioned beauty, hand colored upon a four-page onyx folder, $2\frac{1}{2} \times 5$. 15 cents net.
4. Ye Herald—Of the Queen of Hearts. "Oh, tell your love, ye bashful swains." A hand-colored onyx folder, four pages, $4\frac{1}{2} \times 2\frac{1}{2}$. 20 cents net.
5. "Sweet as the Primrose." Folded heart, free-hand color design. When open, $5\frac{1}{2} \times 6$. 25 cents net.
6. The Sealed Heart. "H is for Heart; mine beats but for you." When open, $5\frac{1}{4} \times 6$. Sealed with gold cord and wax. 25 cents net.
7. Alphabet Valentine. "A's for affection." Printed in red and black on a folder, $6\frac{1}{2} \times 3\frac{1}{2}$. 10 cents net.
- 8a. "Love can turn all things to beauty." Cupid and hour-glass design on green folder, $5 \times 3\frac{1}{2}$. 10 cents net.
- 8b. Same, hand colored on folder of light tint, $5 \times 3\frac{1}{2}$. 15 cents net.
9. Love. "All things flag but only Love." By Christina Rossetti. Hand-colored four-page folder, $7\frac{1}{4} \times 3$. 25 cents net.
10. "My love is like a river, deep it flows." Wild roses and river landscape. Hand-colored card by Harold Sichel, $4\frac{1}{4} \times 6\frac{1}{2}$. 25 cents net.

GREETINGS AND DECORATIONS—Continued

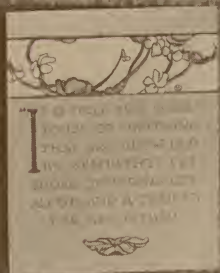
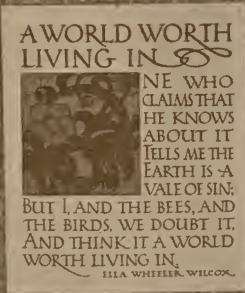
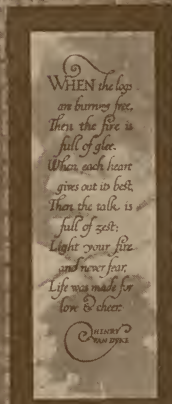
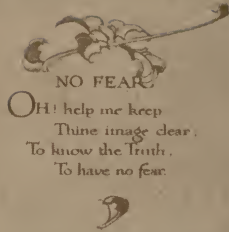
11. Love's Holiday. "Let's away to the mead together." Cupids and rose wreaths on a hand-colored folder of cream Chameleon, $6\frac{3}{4} \times 5\frac{1}{2}$. 25 cents net.
12. A Heart. "Did you take it forever or only for play?" By Agness Greene Foster. Free-hand rose, hand-colored folder, 8×5 . 35 cents net.
- 13a. Ye True Heart. Printed on folder, $5\frac{1}{4} \times 2\frac{1}{2}$. 5 cents net.
- 13b. Ye True Heart. Hand colored on folder, $5\frac{1}{4} \times 2\frac{1}{2}$. 10 cents net.
14. Thy Loving Valentine. "Now all my days are trances." Parchment folder with hand-colored initial, $4\frac{1}{2} \times 2\frac{1}{2}$. 10 cents net.
15. Cupid and a Camera. "Cupid worked with perfect art." Hand-colored mounted heart, $5\frac{3}{8} \times 6$. 20 cents net.
16. "It's not a long tale. Just, I love you." Mouse, hand colored on mounted heart, $5\frac{3}{8} \times 6$. 20 cents net.
17. "No Negative from Mine." Cupid with camera. Hand colored on mounted heart, $5\frac{3}{8} \times 6$. 20 cents net.
18. The Grand Bow-wows. "Listen to my earnest vows." Dog, hand colored on mounted heart, $5\frac{3}{8} \times 6$. 20 cents net.
19. A Perfect Duck. "If I only had the pluck." Duckling hand-colored on mounted heart, $5\frac{3}{8} \times 6$. 20 cents net.
20. "More than dolly * * * do I love you." Little girl hand colored on folder, $4 \times 6\frac{1}{2}$. 25 cents net.
21. "More than all the boys * * * I love you.—love you lots." Old-fashioned boy hand colored on mounted card, $4 \times 6\frac{1}{2}$. 25 cents net.
22. "My Valentine is a sure 'nuf dandy." Little girl seated on heart. Hand colored on mounted card, $4 \times 6\frac{1}{2}$. 25 cents net.
23. The Knocker. Cupid knocking on heart. "Ouvre moi ta porte." Hand colored on folder, $4 \times 5\frac{3}{4}$. 25 cents net.
24. Mistletoe. Although it's out of season, I am sure you'll know Why I send on cupid's day this piece of mistletoe. Hand colored on heart, $5\frac{3}{8} \times 6$. 15 cents net.
25. Book-Marker. "My Valentine." Printed in gold on rose-colored slip. Folded, $2\frac{1}{2} \times 6\frac{3}{8}$. 5 cents net.

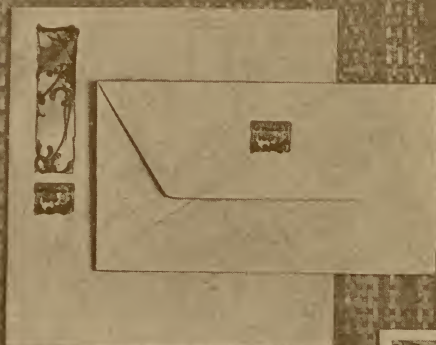
Life's Paradoxes

Light out of darkness,
Surcease from pain;
Joy out of sadness,
Out of loss, gain.

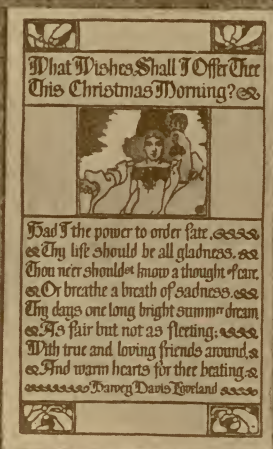
Strength from our weakness,
Rest from our care,
God recompenses
For all that we bear.

From My Soul's Cathedral
by James Henry MacLafferty.

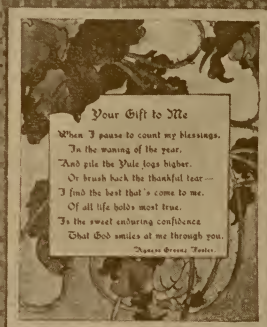




40



41



42



43



So now is come the joyful at feast



Happy New Year!
'Hope your smile will reach
around the whole year!

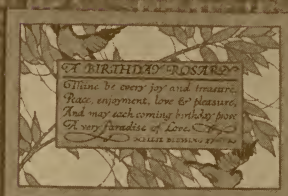
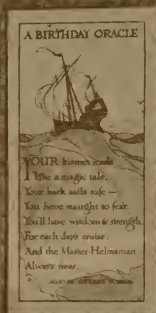
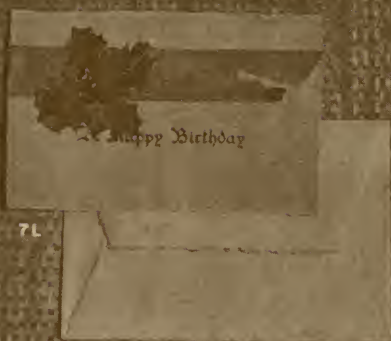


Hurrah for Christmas!

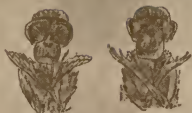


I hope your stockin's filled
so full
O' toys an' plums, by ole
St. Nick,
Till Christmas cumm agin
nex' year
You wont have eny caus
ter kick.

Merry Christmas
to us all, my dears
God bless us! Dickens



Many Happy Returns! Birthday Cards of appropriate greeting and decoration, daintily colored. Nos. 3, 1 and 9 are four-page folders with the verses on the third pages. Refer to page 48.



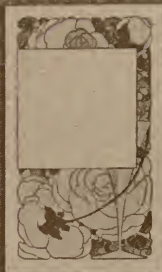
The Pansy. The Chim-pansy.

Observe how Nature's necromancies
Have clearly painted on the Pansies
These almost human countenances,
In yellow, blue and black nuances.
The face, however, seems to me
To be that of the Chimpanzee,
A fact which makes the gentle Pansy
Appeal no longer to my fancy.

FUNNY FAVORS



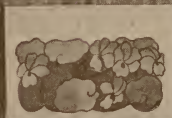
19



7



2



18



A.B.

Hear Ye!
To whom these presents come
that _____
and _____
have plighted their troth.

6

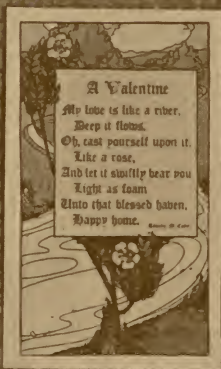
Helps to Host and Hostess. "Funny Favors." The reverse for tally cards. Refer to page 58. Place Cards, delicately colored by hand. No. 6, a scroll of parchment tied with a red ribbon; the guest's name is to be placed on the reverse, the outside of the scroll. Refer to pages 58 and 59.



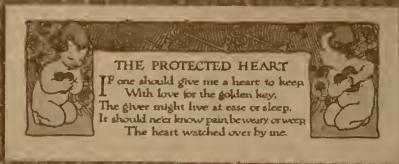
5



11



16



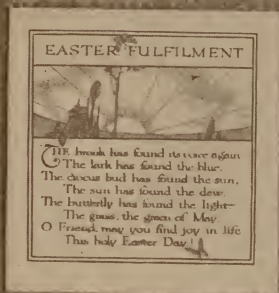
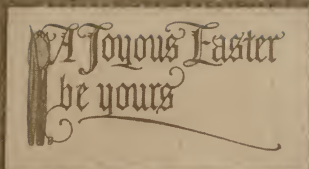
17

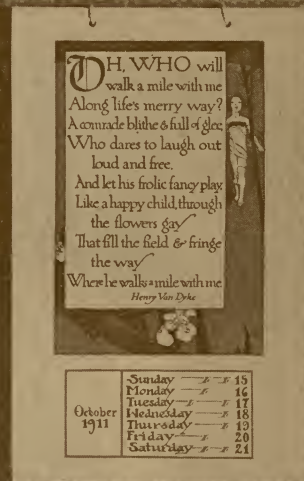
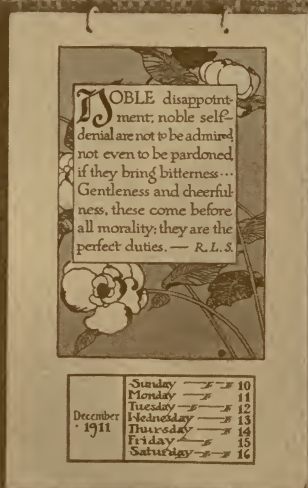
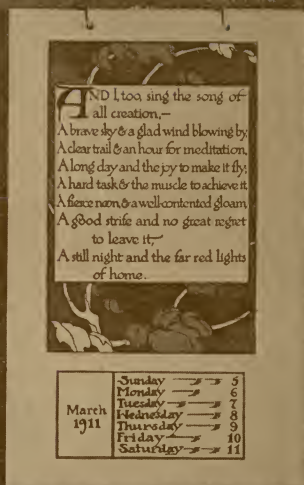
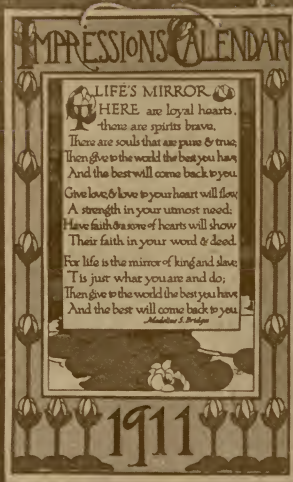


21



22





The Book of Father Time. "Impressions Calendar" for 1911: Fifty-four leaves of beautifully designed mottoes, printed in many colors, worth separately 10 cents each or \$5.40 in all, yet the Calendar costs but 50 cents net, or 60 cents by mail. Refer to page 47 and third page of cover.

Impressions Calendar for 1911

Fifty-four Leaves in Color

Price: 50 cents net; by mail, 60 cents

Life's Mirror—The Cover Motto

There are loyal hearts, there are spirits brave,
There are souls that are pure and true;
Then give to the world the best you have,
And the best will come back to you.

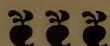
Give love, and love to your heart will flow,
A strength in your utmost need;
Have faith and a score of hearts will show
Their faith in your word and deed.

For life is the mirror of king and slave,
'T is just what you are and do;
Then give to the world the best you have,
And the best will come back to you.

Impressions Calendar for 1911, includes the following Fifty-four Mottoes:
1. Life's Mirror, by Madeline S. Bridges. 2. Desiderata, by Henry Van Dyke.
3. Climb the Mountains, by John Muir. 4. Happiness, by Geo. W. Cable. 5. Light, by Francis Bourdillon. 6. Life's Purpose, by Browning. 7. Heroic Hearts, by Tennyson. 8. A Heaven on Earth, by William Morris. 9. The Life Beautiful, by Emperor William II of Germany. 10. The World's Need, by Ella Wheeler Wilcox. 11. And I, too, Sing the Song of All Creation. 12. Then Away with Longing and Ho! for Labor! 13. A Prayer, by R. L. S. 14. My Symphony, by Wm. Henry Channing. 15. A Prayer, by Henry Van Dyke. 16. For Grace, by R. L. S. 17. Inspiration, by Tennyson. 18. Much in Little, by Robert Herrick. 19. Jesus saith. 20. The Year's at the Spring, by Browning. 21. The Word, by John Kendrick Bangs. 22. To Be Honest, by R. L. S. 23. On Easy Lives, by Phillips Brooks. 24. Be Strong, by Maltbie Davenport Babcock. 25. Love's Magic, by Tennyson. 26. The Value of a Friend, R. L. S. 27. Man Am I Grown, by Tennyson. 28. The Truth that is Real, by David Starr Jordan. 29. Happiness. 30. A Garden is a Lovesome Thing, by Thomas Edward Brown. 31. Then Welcome Each Rebuff, by Robert Browning. 32. Requiem, by R. L. S. 33. The Heart that Dares, by Sweeney. 34. Sleep to Wake, by Browning. 35. Morality, by R. L. S. 36. The Soul's Victory, by Shelley. 37. Thanksgiving, by Juliet Wilbur Tompkins. 38. A Prayer, by R. L. S. 39. The Foot Path to Peace, by Henry Van Dyke. 40. My Creed, by John Ruskin. 41. I Am the Captain of My Soul, by Henley. 42. The Rainbow, by Wordsworth. 43. A Mile with Me, by Henry Van Dyke. 44. Happy Thought, by R. L. S. 45. Will is Fate, by E. R. Sill. 46. The Road to Laughtertown, by Katherine D. Blake. 47. O For a Booke and a Shadie Nooke, by Avebury. 48. Life, by Edward Rowland Sill. 49. The Value of a Good Life, by Edward Howard Griggs. 50. Today is Your Day and Mine, by David Starr Jordan. 51. Sweetness with Strength, by R. L. S. 52. The Prayer Perfect, by James Whitcomb Riley. 53. Peace, by Edward Rowland Sill. 54. Just One Friend, by R. L. S.

Refer to page 47.

A New Commandment



With friendly eyes,
salute God's world each
day; with friendly
hands, help lift the ones
who fall; with friendly
thoughts, speak words
of truth; with friendly
hearts, believe there's
good in all; with honest
soul, seek friendship
with thy
God.

From
Love and Friendship
by Lillyan Shaffner
Refer to page 6

13 2 22



